

Top 10 Most Admired African Brands

	OVERALL 2016/7 RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
1	9	MTN	Telecommunications	South Africa
2	16	Glo/Globacom	Telecommunications	Nigeria
3	24	Dangote Group	Consumer, Non-Cyclical	Nigeria
4	26	Anbessa Shoes	Apparel	Ethiopia
5	28	Safaricom/Mpesa	Telecommunications	Kenya
6	38	Tusker	Alcoholic Beverages	Kenya
7	45	Mukwano Products	Consumer, Non-Cyclical	Uganda
8	47	DStv/Gotv/Multichoice	Media	South Africa
9	53	Shoprite	Retail	South Africa
10	55	Tiger Brands	Consumer, Non-Cyclical	South Africa

Top 10 Most Valuable African Brands

	OVERALL BRAND VALUE RANK	2016/7 ADMIRATION RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN	BV 2017 (US\$ M)	BRAND STRENGTH RATING 2017
1	47	9	MTN	Telecommunications	South Africa	2,975	AA+
2	67	53	Shoprite	Retail	South Africa	999	AA-
3	69	55	Tiger Brands	Consumer, Non-Cyclical	South Africa	883	AA-
4	72	28	Safaricom/Mpesa	Telecommunications	Kenya	691	AA-
5	73	47	DStv/Gotv/Multichoice	Media	South Africa	623	A+
6	74	93	Pick n Pay	Retail	South Africa	576	A+
7	76	24	Dangote	Consumer, Non-Cyclical	Nigeria	491	AA-
8	77	16	Glo/Globacom	Telecommunications	Nigeria	427	A-
9	79	38	Tusker	Alcoholic Beverages	Kenya	201	A+
10	82	89	Sasko	Food	South Africa	154	A+

Top 10 Strongest African Brands

	BRAND STRENGTH RATING	2016/7 ADMIRATION RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
1	49	9	MTN	Telecommunications	South Africa
2	73	53	Shoprite	Retail	South Africa
3	74	55	Tiger Brands	Consumer, Non-Cyclical	South Africa
4	76	28	Safaricom/Mpesa	Telecommunications	Kenya
5	77	24	Dangote	Consumer, Non-Cyclical	Nigeria
6	79	47	DStv/Gotv/Multichoice	Media	South Africa
7	80	93	Pick n Pay	Retail	South Africa
8	81	38	Tusker	Alcoholic Beverages	Kenya
9	82	89	Sasko	Food	South Africa
10	85	16	Glo/Globacom	Telecommunications	Nigeria

Top 10 Strongest Non-African Brands

	BRAND STRENGTH RATING	2016/7 ADMIRATION RANK	BRAND	CATEGORY	COUNTRY OF ORIGIN
1	1	35	Google	Media	USA
2	2	2	Nike	Sport and Fitness	USA
3	3	5	Apple	Electronics / Computers	USA
4	4	31	Microsoft/Windows	Electronics / Computers	USA
5	5	63	Facebook	Media	USA
6	6	4	Coca-Cola	Non-alcoholic Beverages	USA
7	7	58	Volkswagen	Auto Manufacturers	Germany
8	8	33	H&M	Apparel	Sweden
9	9	17	Pepsi Cola	Non-alcoholic Beverages	USA
10	10	90	Louis Vuitton	Apparel	France