

Cover story: Top Brands

Most Admired Brands in Africa

2018/9 Rank	2017/8 Rank	Brand	Category	Country of origin	Change
1	1	Nike	Sport and Fitness	USA	0
2	3	Adidas	Sport and Fitness	Germany	1
3	2	Samsung	Technology	South Korea	-1
4	4	Coca Cola	Non-alcoholic Beverages	USA	0
5	7	Tecno	Technology	China	2
6	11	Puma	Sport and Fitness	Germany	5
7	5	Apple	Technology	USA	-2
8	6	MTN	Telecoms	South Africa	-2
9	9	Gucci	Luxury	Italy	0
10	10	LG	Technology	South Korea	0
11	8	Toyota	Auto Manufacturers	Japan	-3
12	23	Anbessa	Apparel	Ethiopia	11
13	14	Airtel	Telecoms	India	1
14	17	Vodafone/com/Safaricom/M-Pesa	Telecoms	UK	3
15	13	Nokia	Technology	Finland	-2
16	15	Pepsi Cola	Non-alcoholic Beverages	USA	-1
17	16	Itel Mobile	Technology	China	-1
18	26	Huawei	Technology	China	8
19	18	Nestlé	Consumer, Non-Cyclical	Switzerland	-1
20	25	Mercedes-Benz	Auto Manufacturers	Germany	5
21	27	Zara	Retail	Spain	6
22	36	Orange	Telecoms	France	14
23	12	Sony	Technology	Japan	-11
24	22	Unilever	Consumer, Non-Cyclical	UK	-2
25	21	Dangote	Consumer, Non-Cyclical	Nigeria	-4
26	28	Infinix Mobile	Technology	China	2
27	30	Google/Android	Technology	USA	3
28	19	BMW	Auto Manufacturers	Germany	-9
29	50	Fanta	Non-alcoholic Beverages	USA	21
30	24	Glo	Telecoms	Nigeria	-6
31	40	Econet	Telecoms	Zimbabwe	9
32	20	Guinness	Alcoholic Beverages	Ireland	-12
33	31	Polo Ralph Lauren	Luxury	USA	-2
34	35	Hewlett-Packard/HP	Technology	USA	1
35	New	Vans	Apparel	USA	n/a
36	29	Toshiba	Technology	Japan	-7
37	45	Lacoste	Luxury	France	8
38	78	Auchan	Retail	France	40
39	43	Reebok	Sport and Fitness	USA	4
40	34	H&M	Retail	Sweden	-6
41	55	Mukwano Products	Consumer, Non-Cyclical	Uganda	14
42	37	Versace	Luxury	Italy	-5
43	63	Chanel	Luxury	France	20
44	47	Blue Band Margarine	Consumer, Non-Cyclical	UK	3
45	56	DStv	Media	South Africa	11
46	48	Louis Vuitton	Luxury	France	2
47	32	Tiger Brands	Consumer, Non-Cyclical	South Africa	-15
48	49	Trade Kings	Consumer, Non-Cyclical	Zambia	1
49	99	FILA	Apparel	Italy	50
50	58	Nivea	Personal Care	Germany	8
51	57	Facebook	Technology	USA	6
52	38	Shoprite	Retail	South Africa	-14
53	66	KFC	Food	USA	13
54	52	Star Beer	Alcoholic Beverages	Nigeria	-2
55	46	Honda	Auto Manufacturers	Japan	-9
56	86	Audi	Auto Manufacturers	Germany	30
57	64	Dell	Technology	USA	7
58	75	Colgate	Personal Care	USA	17
59	39	Microsoft	Technology	USA	-20
60	New	Dolce & Gabbana	Luxury	Italy	n/a
61	62	Calvin Klein	Apparel	USA	1
62	85	Nasco	Consumer, Non-Cyclical	USA	23
63	70	Heineken	Alcoholic Beverages	Netherlands	7
64	71	Tommy Hilfiger	Apparel	USA	7
65	New	Lipton	Consumer, Non-Cyclical	UK	n/a
66	68	PZ Cussons	Consumer, Non-Cyclical	UK	2
67	98	LC Waikiki	Retail	Turkey	31
68	New	Landrover	Auto Manufacturers	India	n/a
69	41	Tusker	Alcoholic Beverages	Kenya	-28
70	59	Nissan	Auto Manufacturers	Japan	-11
71	New	Levi's	Apparel	USA	n/a
72	New	Hisense	Technology	China	n/a
73	72	OMO	Consumer, Non-Cyclical	UK	-1
74	New	Jumia	Retail	Nigeria	n/a
75	42	Indomie	Food	Indonesia	-33
76	New	Primus	Alcoholic Beverages	Netherlands	n/a
77	83	Converse All Star	Apparel	USA	6
78	95	Sprite	Non-alcoholic Beverages	USA	17
79	New	Hyundai	Auto Manufacturers	South Korea	n/a
80	New	Mirinda	Non-alcoholic Beverages	USA	n/a
81	New	Chipsy	Consumer, Non-Cyclical	USA	n/a
82	81	Oppo	Technology	China	-1
83	73	Always	Personal Care	USA	-10
84	New	PicknPay	Retail	South Africa	n/a
85	65	Lenovo	Technology	China	-20
86	79	McDonalds	Food	USA	-7
87	87	Close Up	Personal Care	UK	0
88	New	Rolex	Luxury	Switzerland	n/a
89	53	Victoria's Secret	Luxury	USA	-36
90	New	Danone	Consumer, Non-Cyclical	France	n/a
91	New	Chevrolet	Auto Manufacturers	USA	n/a
92	74	Tigo	Telecoms	Luxemburg	-18
93	93	P&G	Consumer, Non-Cyclical	USA	0
94	New	Peugeot	Auto Manufacturers	France	n/a
95	New	Vlisco	Apparel	Netherlands	n/a
96	New	Ariel	Consumer, Non-Cyclical	USA	n/a
97	91	Ferrari	Auto Manufacturers	Italy	-6
98	33	Peak Milk	Food	Netherlands	-65
99	New	Sunlight Detergent	Consumer, Non-Cyclical	UK	n/a
100	New	Fendi	Luxury	Italy	n/a