

## Special report: Top Brands

## Most Admired Brands in Africa

2020 Rank	2019 Rank	Brand	Category	Country of origin	Change
1	1	Nike	Sport and Fitness	USA	0
2	2	Adidas	Sport and Fitness	Germany	0
3	3	Samsung	Electronics / Computers	South Korea	0
4	4	Coca Cola	Non-alcoholic Beverages	USA	0
5	5	Tecno	Electronics / Computers	China	0
6	7	Apple	Electronics / Computers	USA	1
7	8	MTN	Telecom Provider	South Africa	1
8	6	Puma	Sport and Fitness	Germany	-2
9	9	Gucci	Luxury	Italy	0
10	13	Airtel	Telecom Provider	India	3
11	11	Toyota	Auto Manufacturers	Japan	0
12	10	LG	Electronics / Computers	South Korea	-2
13	14	Vodafone Group	Telecom Provider	UK	1
14	19	Nestlé	Consumer, Non-Cyclical	Switzerland	5
15	25	Dangote	Consumer, Non-Cyclical	Nigeria	10
16	21	Zara	Apparel Retailer	Spain	5
17	24	Unilever	Consumer, Non-Cyclical	UK	7
18	16	Pepsi	Non-alcoholic Beverages	USA	-2
19	20	Mercedes Benz	Auto Manufacturers	Germany	1
20	15	Nokia	Electronics / Computers	Finland	-5
21	17	Itel Mobile	Electronics / Computers	China	-4
22	22	Orange	Telecom Provider	France	0
23	23	Sony	Electronics / Computers	Japan	0
24	18	Huawei	Electronics / Computers	China	-6
25	27	Google	Technology	USA	2
26	12	Anbessa	Apparel	Ethiopia	-14
27	26	Infinix Mobile	Electronics / Computers	China	-1
28	30	Glo	Telecom Provider	Nigeria	2
29	46	Louis Vuitton	Luxury	France	17
30	90	Danone	Consumer, Non-Cyclical	France	60
31	43	Chanel	Luxury	France	12
32	34	Hewlett-Packard/HP	Electronics / Computers	USA	2
33	40	H&M	Apparel Retailer	Sweden	7
34	75	Indomie	Food	Indonesia	41
35	49	FILA	Sport and Fitness	Italy	14
36	45	DSTV	Media	South Africa	9
37	50	Nivea	Personal Care	Germany	13
38	44	Blue Band Margarine	Consumer, Non-Cyclical	UK	6
39	59	Microsoft	Technology	USA	20
40	28	BMW	Auto Manufacturers	Germany	-12
41	37	Lacoste	Luxury	France	-4
42	42	Versace	Luxury	Italy	0
43	29	Fanta	Non-alcoholic Beverages	USA	-14
44	33	Polo	Apparel	USA	-11
45	95	Vlisco	Apparel	Netherlands	50
46	62	Nasco	Consumer, Non-Cyclical	Nigeria	16
47	92	Tigo	Telecom Provider	Luxemburg	45
48	77	Converse All Star	Apparel	USA	29
49	73	OMO	Consumer, Non-Cyclical	UK	24
50	52	Shoprite	Retail	South Africa	2

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51	53	KFC	Food	USA	2
52	38	Auchan	Retail	France	-14
53	66	PZ Cussons	Consumer, Non-Cyclical	UK	13
54	51	Facebook	Technology	USA	-3
55	new	Ford	Auto Manufacturers	USA	n/a
56	new	Amazon	Technology	USA	n/a
57	32	Guinness	Alcoholic Beverages	Ireland	-25
58	55	Honda	Auto Manufacturers	Japan	-3
59	58	Colgate	Personal Care	USA	-1
60	54	Star Beer	Alcoholic Beverages	Nigeria	-6
61	47	Tiger Brands	Consumer, Non-Cyclical	South Africa	-14
62	57	Dell	Electronics / Computers	USA	-5
63	35	Vans	Apparel	USA	-28
64	36	Toshiba	Electronics / Computers	Japan	-28
65	74	Jumia	Technology	Nigeria	9
66	new	Christian Dior	Luxury	France	n/a
67	86	McDonalds	Food	USA	19
68	83	Always	Personal Care	USA	15
69	39	Reebok	Sport and Fitness	Germany	-30
70	99	Sunlight	Consumer, Non-Cyclical	UK	29
71	87	Close-Up	Personal Care	UK	16
72	new	Cadbury	Food	UK	n/a
73	69	Tusker	Alcoholic Beverages	Kenya	-4
74	61	Calvin Klein	Apparel	USA	-13
75	new	Guess	Apparel	USA	n/a
76	new	Oral B	Personal Care	USA	n/a
77	80	Mirinda	Non-alcoholic Beverages	USA	3
78	new	Philips	Electronics / Computers	Netherlands	n/a
79	89	Victoria Secret	Luxury	USA	10
80	71	Levi's	Apparel	USA	9
81	new	Prada	Luxury	Italy	n/a
82	new	Clover	Food	South Africa	n/a
83	new	Volkswagen	Auto Manufacturers	Germany	n/a
84	56	Audi	Auto Manufacturers	Germany	-28
85	new	Sharp	Electronics / Computers	Japan	n/a
86	new	BATA	Apparel	Switzerland	n/a
87	65	Lipton Tea	Consumer, Non-Cyclical	UK	-22
88	new	7 UP	Non-alcoholic Beverages	USA	n/a
89	new	Dettol	Consumer, Non-Cyclical	UK	n/a
90	new	Maltina	Non-alcoholic Beverages	Nigeria	n/a
91	96	Ariel	Consumer, Non-Cyclical	USA	5
92	new	Alibaba	Technology	China	n/a
93	new	Jeep	Auto Manufacturers	USA	n/a
94	70	Nissan	Auto Manufacturers	Japan	-24
95	new	Milo	Consumer, Non-Cyclical	Switzerland	n/a
96	72	Hisense	Electronics / Computers	China	-24
97	97	Ferrari	Auto Manufacturers	Italy	0
98	60	Dolce & Gabbana	Luxury	Italy	-38
99	67	LC Waikiki	Apparel Retailer	Turkey	-32
100	78	Sprite	Non-alcoholic Beverages	USA	-22