



**For Immediate Release**  
**25 May 2021**  
**Africa Day**

**Nike, MTN, RTI and NSIA are the most most admired brands in Ivory Coast**

**MTN, RTI, WHO, Orange and Unicef brands recognized as most helpful during the Pandemic**

**Samsung is the most admired brand across Francophone Africa. Orange is the #1 most admired French brand in Africa.**

**Abidjan, Ivory Coast – 25 May 2021:** Today Brand Africa unveiled the 11<sup>th</sup> annual *Brand Africa 100: Africa's Best Brands 2021* rankings of the Top 100 most admired brands in Africa and the inaugural listing of the best brands in Nigeria in the second virtual event hosted by Brand Africa and Ivory Coast's Opinion and Public.

During a year defined by the pandemic which brought the world to a halt, as markets having to adapt to a new reality, across the continent, African brands, retained their 13% share of the Top 100 most admired brands in Africa.

**Ivory Coast's Best Brands**

American sports brand giant, Nike, the #1 most admired brand in Africa is also the #1 brand in Ivory Coast. South African brand, MTN is the most admired African brand in Ivory Coast. Ivory Coast's RTI and NSIA are the most admired media and financial services brands, respectively.

In a year defined by Covid and its impact on lives and livelihoods, this year Brand Africa survey sought to establish the brands which were perceived to have been helpful during the pandemic. MTN, RI join WHO, Unicef and France's Orange as the brands admired for being most helpful brands during the Covid-19 Pandemic.

### **Francophone Africa and French Brands**

The dominant South Korean brand, Samsung leads the table of the most admired Francophone Africa brands, while France's Orange is the most admired French brand in Africa.

### **Africa's Most Admired Brands**

Despite an increase in sample size and countries, the Top 10 Most Admired Brands in Africa show little change from previous years. MTN, consistently the only African brand among the Top 10 brands overall, dropped to #11 for the first time in a decade. American sports and fitness giant, Nike retains the top spot for the fourth year in a row. MTN and Dangote retain their status as the most admired African brands recalled spontaneously and when prompted, respectively. Nigeria's GT Bank retains its position as the most admired financial services brand in Africa.

Top 100 brands in Africa continue to be dominated by European brands which have held their share at 41% (-1), North America (+1), Asia (-), and Africa retaining its 13% share of the most admired brands in the world. Similarly, the leading African countries that dominate the rankings largely retained their positions with Nigeria (-1) and South Africa (-) with 5 brands each, Ethiopia (+1) and Kenya (-) accounting for the 13 brands among the Top 100 most admired brands in Africa.

The shifts in the rankings this year's rankings are bound by a common theme – the Covid-19 pandemic. Predictably, given its global omni-presence during the pandemic, the WHO emerged as the #1 most admired global brand perceived to have been most helpful during the pandemic. MTN, which donated over 7 million **Covid-19** vaccine doses to 9 African countries, is the leading African and private sector brand at #2, in private sector list where all multinational mobile operators in Africa - Vodafone Group (#3), Orange (#4), Airtel (#6) – and media brands, Facebook (#10) and DSTV (#24) made the list of the Top 25. They were

instrumental in communicating about the pandemic and in keeping people connected. Underlying the role the private sector is playing during pandemic, the list is 80% dominated by diverse private sector brands and 20% governmental and non-governmental agencies such as the Red Cross (#5), multi-lateral agencies such as WHO and Unicef (#7), government agencies such as the Center for Disease Control (#16) and USAID (#19). Unsurprisingly, the leading pharmaceutical groups, Johnson & Johnson (#12) and Astrazeneca (#25) rounded off the list. Nigeria's Dangote (#8) is only industrial brand in the list.

Ethiopian Airways, the only African airline to have seemingly thrived during the pandemic, the first of the continent's airlines to resume service and converting passenger planes into cargo planes to transport critical PPE's around the world and the continent during the pandemic's depths, spectacularly broke into the Top 100 most admired brands in Africa, the only airline, at #51.

With loconomies a central pivot during the pandemic, upstart South African brand, Bathu, muscled its way into a Top 25 at #10 among the most admired African brands list dominated by the stalwart brands, Dangote (#1), MTN (#2) and DSTV (#3), which retained their top respective rankings.

Out of all the 28 countries surveyed, only 5 (18%) have an African as the #1 most admired brand in the country.

Now in its 11<sup>th</sup> year, every year on or around Africa Day, 25 May, Brand Africa releases the results of the survey on the most admired brands in Africa.

The announcement of the pan-African list, kicks of marathon series of announcements for the day, which started with morning with a virtual event at 05h45 GMT in Uganda with the most Africa-wide, East African and Uganda's most admired brands; followed by the announcement of the most admired brands in Southern Africa, featuring Lesotho, Botswana and Namibia, then West African and Nigeria; then North African Morocco, and will close with a live announcement of the Francophone Africa and Ivory Coast list hosted by Opinion & Public at 18h00 GMT at Royal Work Club, Le Plateau in Abjidjan, Ivory Coast.

The Brand Africa 100 results will be published in the June issue *African Business* magazine which on sale globally from 31 May 2020 and is available online to subscribers on [www.africanbusinessmagazine.com](http://www.africanbusinessmagazine.com).

The Brand Africa 100: Africa's Best Brands events are organised by IC Events, Brand Leadership and africapractice, and supported by Africa Media Agency and BCW in communication and the Africa Brand Leadership Academy as the academic partner.

Established in 2011, the ***Brand Africa 100: Africa's Best Brands*** rankings are the most authoritative survey and analysis on brands and underlying businesses in Africa, based on a study by Geopoll across 28 countries spanning all the five economic regions and analysis and ranking by Kantar and Brand Leadership. Collectively they account for over 80% of the population and over 80% of the GDP of Africa. An analysis of the data over the past 10 years, has established that on average, only 20% of the brands admired by Africans are made in Africa.

The 2021 survey was conducted between March and April 2021 and yielded over 80,000 brand mentions and over 3,500 unique brands.

Reflecting on the inaugural second the listing in Ivory Coast, Kwame Senou, Vice President of Opinion and Public and Vice Chairman for Brand Africa Francophone Africa region says, "We're delighted to expand on our work showcasing Francophone African and Ivory Coast brands. As a region, our work is cut out in inspiring made in Africa brands – but are encouraged by the strength of local brands in Ivory Coast. This study is an metric to keep us on track as we build competitive made in Africa brands that resonate with Francophone Africa citizens at large."

"There is no doubt the pandemic, pandemic that continues to cost lives and livelihoods, and coincided with the launch of the implementation phase of the AfCFTA which aims to accelerate intra-Africa trade from 18% to 50% in 2030, is becoming a catalyst for loconomies with nations having to look internally for sustainability. The internal shifts in the rankings in particular the African brands, Africa can and will need to grow its own brands to meet the needs of its growing consumer market," says Thebe Ikalafeng, Founder and Chairman of Brand Africa and Brand Leadership. "African brands will continue to play a dual role of being globally competitive but most importantly of transforming the continent's promise into a real change."

"While mobile has always been an expedient and effective tool to provide us reach and accessibility across the continent, it became more important during the pandemic as virtually the only way to reach respondents across the continent, providing us vital and timeous results at a critical time," said Caitlin van Niekerk, Global Client Development Manager, GeoPoll.

Karin Du Chenne, Chief Growth Officer Africa Middle East for Kantar, which has been the insight lead for Brand Africa since inception in 2010 says, "Despite the increase in the sample size and countries surveyed – and more than 80,000 in brand mentions, the survey continues to yield very consistent picture of a steadily transforming continental brand landscape and the brands that will drive the African transformation."

For Information on Brand Africa or the Brand Africa 100: Africa's Best Brands Rankings visit [www.brand.africa](http://www.brand.africa) or contact Thebe Ikalafeng, [thebe@brand.africa](mailto:thebe@brand.africa) or whatsapp [+27 78 393 0248](tel:+27783930248)

Follow the results on #BrandAfrica100. #AfricasBestBrands2021

Ends.

## Most Admired Brands in Ivory Coast

Rank	Brand	Domicile
1	Nike	USA
2	Samsung	South Korea
3	Adidas	Germany
4	Tecno	China
5	Nasco	Ivory Coast
6	Itel	China
7	Apple	USA
8	Puma	Germany
9	LG	South Korea
10	La Coste	France

## Most Admired African brands in Ivory Coast

Rank	Brand	Domicile
1	MTN	South Africa
2	Uniwax	Ivory Coast
3	Dinor	Ivory Coast
4	BF Soap	Ivory Coast
5	Gandour	Ivory Coast
6	Jumia	Nigeria
7	NSIA	Ivory Coast
8	Bock	Ivory Coast
9	CIMAF	Ivory Coast
10	Dangote	Nigeria

## Most Admired Media Brands in Ivory Coast

Rank	Brand	Brand
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1	RTI	Ivory Coast
2	Life TV	Ivory Coast
3	NCI	Ivory Coast
4	Canal+/Canalsat	France
5	Afrique Media	Ivory Coast
6	Nostalgie Radio	Ivory Coast
7	RFI	France
8	Jeune Afrique	France
9	Fraternité Matin	Ivory Coast
10	France 24	France

### Most Admired Financial Services Brands in Ivory Coast

Rank	Brand	Domicile
1	NSIA	Ivory Coast
2	Societe Generale	France
3	Ecobank	Togo
4	BNI	Ivory Coast
5	Atlantique banque	Ivory Coast
6	Bank of Africa (BOA)	Mali
7	UBA	Nigeria
8	BCEAO	Ivory Coast
9	Sunu Assurance	Ivory Coast
10	BACI	Ivory Coast

### Most Admired Brands for Being Helpful During the Pandemic

Rank	Brand
1	MTN
2	RTI
3	OMS/who
4	Orange
5	Unicef
6	CIE
7	Solibra Brasseries
8	ONG
9	Gandour
10	Sodeci

### Most Admired Brands in Francophone Africa

Rank	Brand	Domicile
1	Samsung	South Korea
2	Nike	USA
3	Adidas	Germany
4	Tecno	China
5	Apple	USA
6	Gucci	Italy
7	Orange	France
8	Toyota	Japan
9	Itel	China
10	Coca Cola	USA

### Most Admired French Brands in Africa

Rank	Brand
1	Orange
2	Louis Vuitton
3	Lacoste
4	Chanel
5	Christian Dior
6	Danone
7	Peugeot
8	Renault
9	Givenchy
10	Carrefour