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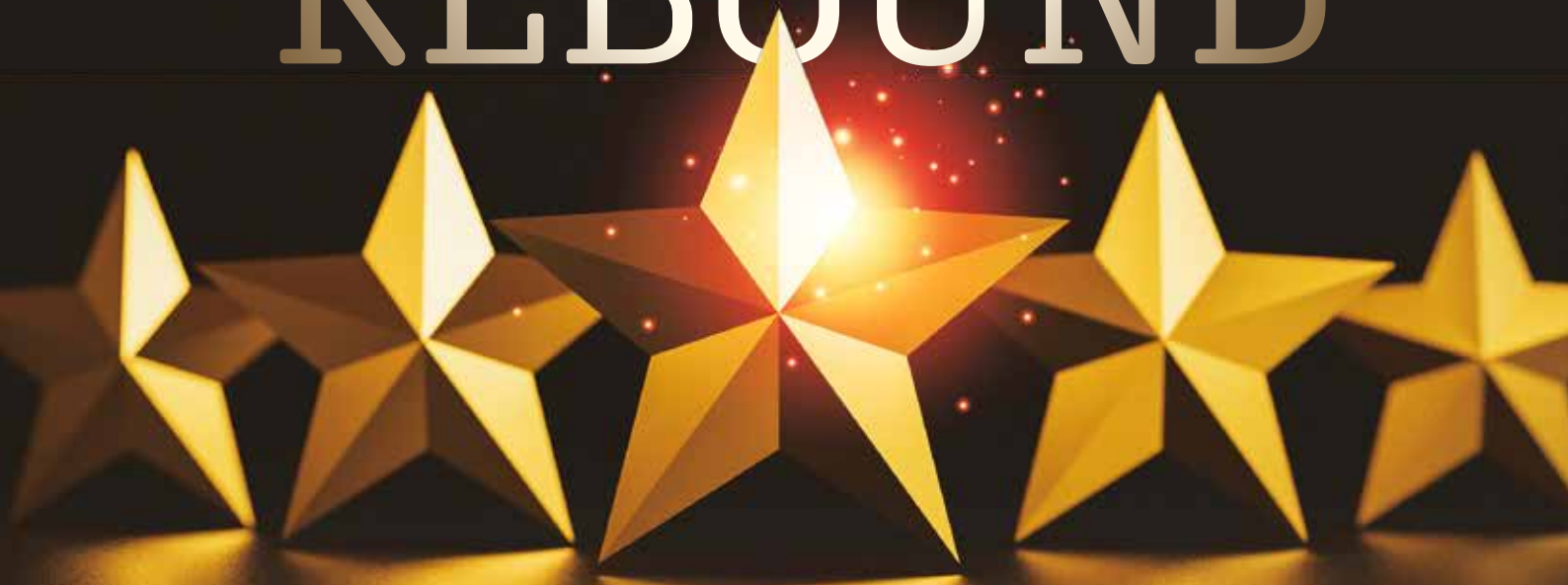
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African brands have surged to a seven-year high in our 11th annual survey of the most admired brands in Africa. Brand Africa founder and chairman **Thebe Ikalafeng** reviews the results with contributions from **Tshepang Makofane, Thabani Khumalo, Michelle Ncube, Pat Mahlangu and Karin du Chenne.**

African brands rebound through the pandemic

African brands have increased their share of the Top 100 most admired brands by 4% to comprise 17% in our 2022 survey. This is an improvement from an all-time low of 13% in 2020 and 2021. As countries and consumers look at local solutions following the pandemic and with the acceleration of AfCFTA's goal of driving greater intra-African trade, African brands are starting to re-assert their position in the Brand Africa 100 | Africa's Best Brands ranking.

Upstart brands such as South Africa's lifestyle footwear brands, Bathu (#52) and Drip (#65) – despite being primarily available in South Africa – have rocketed into the Top 100. E-commerce is making these local brands global, and with a massive growth in retail footprint despite the pandemic and an increase in marketing spend they are quickly establishing themselves. This year's ranking saw 17 brands fall out of the ranking, heralding a notable return of African brands. When the rankings started, African brands represented 34% of the companies listed.

Nigeria's telecommunications giant Glo (up 31 spots), Ethiopia's global airline brand Ethiopian Airlines (up 24 spots), e-commerce giant Jumia (up 19) and Ghana's Kasapreko Drinks – the highest returning entry at #31 after a five-year absence – lead the African surge. Ethiopian, Africa's most recognised flagship airline, continues its rise after entering the rankings at #51 in 2021. It is arguably the only African airline that effectively weathered the Covid storm, managing to divert its fleet into the movement of goods

Opposite: Drip Footwear, a South African brand that has broken into the Top 100 this year.

As countries and consumers look at local solutions African brands are starting to re-assert their position in the Brand Africa 100

and cargo. Massive infrastructure investment at Addis Ababa's Bole International Airport has undoubtedly enhanced the brand appeal.

Glo rebounded, gaining back its fall last year, on the back of its continued support of key sporting events and a ground-breaking N750m incentive deal that strengthened its relations with its dealers in appreciation of their support.

Jumia may have had a difficult time on the stock exchange but it has proven agile in its ability to extend its reach and services across the 11 markets in Africa in which it operates. It has established 3,000+ pickup points, and expanded its network of thousands of partners and sellers who use their network to move goods. A shift in focus to everyday product categories including groceries and beauty products has catapulted demand and consequentially its brand.

South Africa's MTN (up 1) and Nigeria's Dangote (also up 1) have over the years been the standard bearers of African brands. They continue to set the pace as the most admired African brands and the most admired brands that symbolise African pride respectively. MTN, which is consolidating its footprint in Africa and recently granted a licence to establish a mobile money payment services bank in Nigeria, which is incidentally their biggest market, has returned to the Top 10 as the highest ranking African brand.

In addition to the main ranking, Brand Africa produces two rankings focusing on the most admired African brands. The first ranking is an extraction of the African brands recalled spontaneously out of the top 100 brand rankings. The second, "prompted" ranking is based on a specific recall of African brands



Special report: Africa's Top Brands

to produce the top African brands. MTN has switched places with Dangote as the #1 African brand (recalled when prompted) to consolidate its status as the #1 African brand.

In the main table, African brands gained ground on their non-African brand counterparts. The biggest losers included America's Dell Technologies, which has fallen 66 places, China's Oppo, which is down 26, and US stalwart Ford, down 24 spots.

The leading brand-building nation in Africa remains South Africa which has managed to establish brands such as MTN and DSTV (#37) in the African psyche. South African brands represent 41% of African brands (seven out of the 17). Nigeria, led by Dangote and Glo, has four brands in our top 17. The rest is split between Ghana (Kasapreko Drinks, #31), Tanzania (Azam, #86), Uganda (Mukwano, #72), Zimbabwe (Econet, #50), Kenya (Tusker, #63) and Ethiopia (Ethiopian Airlines, #24). South Africa is the most diverse brand building country in Africa with a portfolio that spans telecommunications, apparel, media and consumer non-cyclical.

Non-African brands remain dominant in Africa

Other than MTN (#10) which pushed down Zara to #11 compared to the previous rankings, non-African brands, led by Nike for the fifth consecutive year,



Most Admired African Brands (prompted)

2022 Rank	2021 Rank	Brand	Category	Country of origin	Change
1	2	MTN	Consumer, Non-cyclical	South Africa	1
2	1	Dangote	Telecom Provider	Nigeria	-1
3	3	DSTV	Media	South Africa	0
4	5	Ethiopian Airlines	Aviation	Ethiopia	1
5	15	Vodacom	Telecom Provider	South Africa	10
6	10	Bathu Shoes	Apparel	South Africa	4
7	9	Glo/Globacom	Telecom Provider	Nigeria	2
8	n/a	Kasapareko Drinks Alomo Bitters	Alcoholic Beverage	Ghana	NEW
9	8	Jumia	Retail	Nigeria	-1
10	7	Shoprite/Checkers	Retail	South Africa	-3

Most Admired African Brands (unprompted)

2022 Rank	2021 Rank	Brand	Category	Country of origin	Change
1	1	MTN	Telecom Provider	South Africa	0
2	2	Dangote	Consumer, non-cyclical	Nigeria	0
3	6	Ethiopian Airlines	Aviation	Ethiopia	3
4	n/a	Kasapareko Drinks Alomo Bitters	Alcoholic Beverages	Ghana	n/a
5	n/a	Glo/Globacom	Telecom Provider	Nigeria	n/a
6	4	DSTV	Media	South Africa	-2
7	8	Jumia	Technology	Nigeria	1
8	n/a	Econet	Telecom Provider	Zimbabwe	n/a
9	n/a	Shoprite/Checkers	Retailer	South Africa	n/a
10	n/a	Bathu Shoes	Apparel	South Africa	n/a

continue to dominate with a share of 83% of the most admired brands in Africa – with the Top 10 largely unchanged. The biggest mover overall is American sports brand Under Armour (up 34), the brand partner of UFC, whose international popularity has rocketed in recent years.

Asia raised its share of the Top 100 by 4 points to represent 20% of the brands represented at the expense of European and North American brands. European brands now represent 35% of our ranking, down from 42% in 2021, while North America lost two points with 28 brands in our Top 100. Nonetheless, American icon Nike still leads our ranking. China's leading brand is Tecno at #6. Part of Chinese group Transsion, Tecno dominates smartphone sales across the continent

Money mobile

When asked about their most admired financial services brands, African brands dominate our ranking with 68% of the share. In Africa, of the 17 African brands mentioned, eight are South African, five Nigerian and two Kenyan.

In 2021, *African Business* posed an important question: Will telcos ever replace banks as financial institutions? That question is being answered at speed with the rapid growth of telecommunication brands in the financial space. Safaricom's Mpesa and Econet's

Ecocash gained prominence when they became the main transactional channels for their respective economies, in Kenya and Zimbabwe. Telco giants Airtel, MTN and Orange Money are all now important competitors to banks and this can be seen as they all feature in our Top 25 most admired financial services brands. With their deep pockets and penchant for innovation, as well as unrivalled reach, telcos continue to be the driving force for change in financial services and will continue to challenge the status quo, muscling out or forcing the more lethargic legacy financial institutions to become more agile. Covid-19 has accelerated the cashless mobile money space and this trends looks irreversible.

Mobile moves news

On the news front, we still see non-African global brands such as BBC, CNN and Al Jazeera dominate our ranking of the Top 25 Most Admired media brands. Broadcaster DSTV consolidates its position as the #1 African media brand. Nonetheless, as in financial services, the trend is firmly towards digital and mobile in terms of news consumption. While the pandemic was supposed to be seen as a positive catalyst for new entrants, subscription based media consumption appears to be on the decline with the likes of Netflix, down two positions, posting its first fall in subscribers. There's been an increase in

MTN has returned to the Top 10 as the highest ranking African brand.

Most Admired Finance Brands

2022 Rank	2021 Rank	Brand	Country of origin	Change
1	1	GTB	Nigeria	0
2	6	Ecobank	Togo	4
3	5	Equity Bank	Kenya	2
4	4	UBA	Nigeria	0
5	3	ABSA	South Africa	-2
6	8	Standard Bank/Stanbic/Stanlib	South Africa	2
7	21	Visa	USA	14
8	12	First National Bank (FNB)	South Africa	4
9	7	Bank of Africa (BOA)	Mali	-2
10	13	KCB	Kenya	3
11	11	Access Bank	Nigeria	0
12	18	Paypal	USA	6
13	24	Nedbank	South Africa	11
14	10	Zenith Bank	Nigeria	-4
15	16	Societe Generale	France	1
16	20	Standard Chartered	UK	4
17	n/a	NSIA	Nigeria	NEW
18	n/a	Mastercard	USA	NEW
19	23	Clientele	South Africa	4
20	n/a	Outsurance	South Africa	NEW
21	n/a	Airtel Payments Bank	India	NEW
22	n/a	Citi Bank	USA	NEW
23	n/a	Sanlam Money Saver	South Africa	NEW
24	n/a	MTN Money	South Africa	NEW
25	n/a	Orange Money	France	NEW

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the number of new OTT (over the top) platforms entering Africa. It is estimated that African OTT movie and TV episode revenues will reach \$2bn by 2027, or three times more than the \$623m in 2021. Canal+ has been on the rise as it expanded beyond its French base. In 2022, Canal+ Rwanda added English channels to its offering and broadcasted AFCON 2022. South Africa's national broadcaster SABC moved up the rankings on the back of its new streaming service partnership with Telkom and a greater focus on local content. Chinese social media giant TikTok, the most downloaded app globally in 2020, is a new entrant at #15 and its success can be attributed to its popularity among young Africans. The second most followed account on TikTok is that of Senegalese-born star Khaby Lame. With the increase in sales of Chinese made smartphones, deepening broadband penetration rates and cheaper internet data tariffs, enabled by quality made-in-China brands such as Tecno, mobiles are becoming the primary media channels for Africa's consumers. Not surprisingly, the continent's marketing firms are

Right: Khaby Lame, an influencer on TikTok.

Opposite: Ethiopian Airlines has risen to #24, on the Top 100.



Most Admired Media Brands

2022 Rank	2021 Rank	Brand	Country of origin	Change
1	1	DSTV	South Africa	0
2	2	BBC	UK	0
3	3	CNN	USA	0
4	4	Al Jazeera	Qatar	0
5	6	Canal +	France	1
6	7	Facebook	USA	1
7	5	Netflix	USA	-2
8	8	France 24	France	0
9	20	Youtube	USA	11
10	9	MTN	South Africa	-1



MOBILE RESEARCH

The mobile phone is king. That's why GeoPoll combines the reach of the mobile with a one-of-a-kind research platform to gather fast, reliable insights for brands, development organizations, governments, and media houses across Africa and the world.



are many stories of African brands that need to be told and amplified to inspire the next generation of brand builders. A recent Africa No Filter analysis of over 750m stories published between 2017 and 2021 on more than 6,000 African news sites and 183,000 sites outside the continent “show the keywords, frames, stories and narratives associated with business in Africa are dangerously distorted, with an overemphasis on the role of governments, foreign powers and larger African states alongside an underappreciation of the role of young people, women, entrepreneurs, creative businesses, smaller successful African states and Africa’s future potential.” A continent this tech-savvy should be creating more of its own digital and mobile media platforms and channels – and shape its own narrative.

Riding the African pride wave

Another report by Africa No Filter entitled “One Africa” based on a survey of 4,500 African youth found that “most young Africans are optimistic about the continent and eager to experience it for business and pleasure.”

Building on this optimism, this year Brand Africa sought to establish which brand in Africa embodies African values and culture. In essence, which brand best symbolises pride in Africa.

The same names keep cropping up – South Africa’s MTN, Nigeria’s Dangote and Ethiopia’s Ethiopian Airlines. Kenya Airways also features, showing the importance of national carriers even where unprofitable. They are seen to embody the African spirit and are vectors of the image and identity of the continent.

Leading African brands

While the rebound in African brands is notable, the results will not be sustainable if the charge is not led by Africans. In 2022, Brand Africa sought to recognise those leaders who are the catalysts for the growth

migrating to such platforms to connect with consumers. In response, TikTok has opened local offices and created specialist teams in the key markets of Nigeria, Kenya and South Africa, to organise meet-up “creator sessions” with social media influencers, teaching them how to engage with and utilise the platform. Despite privacy issues surrounding WhatsApp, the messaging app owned by Meta (previously Facebook) entered the Top 25 of the most admired media brands. The increase in the adoption of WhatsApp as a business tool has seen continued growth in the user base of the platform. Many big brands are using WhatsApp as a customer service tool. In most African countries WhatsApp is used to facilitate trade. The incredibly small share of African media brands is an urgent challenge to African creators. There

KANTAR

The ABCs of Gen Z

Kantar’s 2022 Africa Gen Z study unpacks this next-to-win generation. Chat to us about how we can help your brand hit different with this generation and what makes them tick beyond TikTok.

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In the name of ... tech
Tech opportunities
Tech optimists
Social beasts
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IDENTITY

Me, myself and others
Society matters
Downloading
I am African
InfluenZ

VALUES

The Nike generation
Be the change
I am what I am
Be more, be +
Yolo 2.0

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of Made in Africa brands both in big corporates, and those who have championed and supported the development of great local brands in industries such as branding, marketing communications, academia and other related fields.

Based on a 4-P criteria (Provenance of the leadership, a Product that has created a better life for Africans, Performance of the business under the leader and positive Presence of the leader in both the media

and their industry), Brand Africa set up committees to select leaders who fit that criteria. Starting off in Nigeria – where Brand Africa held its first post-Covid live event – Segun Agbaje, GT Bank Group CEO, and Biodun Shobanjo, founder and chairman of Troyka Group and a doyen of Nigerian marketing, were awarded the inaugural Africa Brand Leadership Excellence awards for inspiring brand-led excellence that drives the growth of Made in Africa brands. ■

Top 20 African Pride Brands

No.	Brand	Category	Country	Region
1	Dangote	Consumer, Non-cyclical	Nigeria	WA
2	Ethiopian Airlines	Aviation	Ethiopia	EA
3	MTN	Telecom Provider	South Africa	SA
4	DSTV	Media	South Africa	SA
5	Azam Group	Azam Group	Tanzania	EA
6	Kenya Airways	Aviation	Kenya	EA
7	UBA	Financial Services	Nigeria	WA
8	Jumia	Retail	Nigeria	WA
9	Airtel	Telecom Provider	India	Asia
10	ABSA	Financial Services	South Africa	SA
11	Shoprite/Checkers	Retail	South Africa	SA
12	Glo/Globacom	Telecom Provider	Nigeria	WA
13	Econet	Telecom Provider	Zimbabwe	SA
14	Bank of Africa (BOA)	Financial Services	Mali	WA
15	Ecobank	Financial Services	Togo	WA
16	African Bank	Financial Services	South Africa	SA
17	Total Energies	Energy	France	Europe
18	African Pride Hair	Personal Care	USA	USA
19	GTP Vlisco	Apparel	Ghana	WA
20	Orange	Telecom Provider	France	Europe



WHAT ARE THE TOP 100 MOST ADMIRED BRANDS IN AFRICA?

Brand Africa 100 | Africa's Best Brands is the most comprehensive and authoritative survey and ranking of brands in Africa.

Now in its 12th year, the Brand Africa 100 | Africa's Best Brands rankings are the most authoritative survey and analysis of brands in Africa, covering 28 countries that cover all of the continent's five economic regions. Collectively these countries account for over 85% of the population and over 85% of the GDP of Africa. The survey is conducted by the world's leading mobile based research firm, **Geopoll**, with insights provided by the world's largest information research firm, **Kantar**, working in close collaboration with Africa's premier branding, strategic communications and intellectual property advisory firm, **Brand Leadership**. www.brand.africa

Understanding the most admired brands in Africa in 2022

Brand Africa 100: Africa's Best Brands Methodology

Now in its 12th year, Brand Africa 100: Africa's Best Brands is a consumer-led survey which seeks to establish brand preferences across Africa. Conducted in 28 countries covering all economic regions in Africa and collectively accounting for more than 85% of the continent's population and GDP, it is the most comprehensive survey on brands in Africa.

The research, which yielded more than 180,000 brand mentions and over 3,000 unique brands, was conducted independently by Brand Africa partners during the second quarter of 2022. GeoPoll (www.geopoll.com), the world's leading provider of mobile-based market research solutions in Africa with a database of more than 250m respondents in emerging markets, used their sophisticated digital survey platform. Kantar (www.kantar.com), the globally respected consumer knowledge and information company, and Brand Leadership (www.brandleadership.africa), Africa's leading branding, strategic communications and intellectual property advisory firm, provided strategic analysis, rankings and insights, taking into account the sample and population sizes of each country covered.

Brand Africa has elected to use mobile for data collection since 2015 due to its high penetration, convenience and effectiveness for research across Africa compared to face-to-face methodologies. Individuals aged 18 and older in the sample countries were asked to report on their top three most admired brands, irrespective of country of origin or domicile. Considering the acceleration of AfCFTA to drive intra-Africa trade, the rise of African brands, and the internal focus of nations and regions due to the pandemic, in 2022 Brand Africa added a question to highlight the brands and businesses perceived to symbolise pride in Africa.

Because of their catalytic impact or influential role, in 2017, Brand Africa introduced specific questions for respondents to identify their most admired media and financial services brands. As an Africa-focused survey and ranking and given the growing

number of African brands, since 2017/8 Brand Africa has produced rankings for the most admired African brand. The first ranking is an extraction of the African brands recalled spontaneously out of the top 100 brand rankings. The second ranking is based on a specific recall of African brands to produce the top African brands. Finally, in the analysis and ranking, since 2021 Brand Africa has highlighted the top French brands in Africa, due to the significant size of the Francophone region, and the top brands in Francophone Africa.

The lists are analysed to ensure there are no duplications and no generic categories and focus primarily on consumer brand mentions. Where the brand operated under different names in different markets, such as Stanbic/Standard Bank and Vodacom/Vodafone/Safaricom, or where the brands were sub-brands of a dominant brand, such as Apple's iPod, iPhone and iPad, the results were consolidated under a single score for the brand group. In identifying the list for the most admired African brands, where the brands had a dominant African residual equity or identity derived from their origins in Africa – such as Safaricom, M-Pesa and Tusker from Kenya or Castle from South Africa – irrespective of its ownership or shareholding, the brand was recognised as an African brand.

To make the list of the Top 100 most admired brands in Africa and the most admired African brands, the brands had to be available or recalled in at least one country other than their domicile market. Given the fragmentation and proliferation of local media, the overall pan-African media list is based only on media with reach across a significant number of African countries.

Finally, in recognising the impact of brand reputation on the value of brands, since 2019, Brand Africa 100: Africa's Best Brands has been identifying the most admired brands listed on leading African bourses.

Overall, since the first rankings in 2011, the Brand Africa 100: Africa's Best Brands has been based on the most rigorous consumer-led methodology consistent with global best practices. Over the years, despite the significant increase in the sample number of countries, the survey has yielded relatively consistent results and has become a trusted barometer of brands in Africa.

Karin Du Chenne, chief growth officer, Africa and Middle East, and Matthieu Sauvage-Mar, VP of Client Development, GeoPoll

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Building Great Brands.

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Most Admired Brands in Africa

2022 Rank	2021 Rank	Brand Africa 100	Category	Country	Continent	Change
1	1	Nike	Sports & Fitness	USA	North America	0
2	2	Adidas	Sports & Fitness	Germany	Europe	0
3	3	Samsung	Electronics/Computers	South Korea	Asia	0
4	4	Coca Cola	Non-alcoholic Beverages	USA	North America	0
5	5	Apple	Electronics/Computers	USA	North America	0
6	6	Tecno	Electronics/Computers	China	Asia	0
7	8	Gucci	Luxury	Italy	Europe	1
8	9	Toyota	Auto-Manufacturers	Japan	Asia	1
9	7	Puma	Sports & Fitness	Germany	Europe	-2
10	11	MTN	Telecommunications	South Africa	Africa	1
11	10	Zara	Apparel Retailer	Spain	Europe	1
12	13	Airtel	Telecommunications	India	Asia	-1
13	12	Vodafone/com/Safaricom/Mpesa	Telecommunications	UK	Europe	-1
14	14	LG	Electronics/Computers	South Korea	Asia	0
15	21	itel	Electronics/Computers	China	Asia	6
16	16	Nestle	Consumer, non-cyclical	Switzerland	Europe	0
17	17	Pepsi	Non-alcoholic Beverages	USA	North America	0
18	27	Louis Vuitton	Luxury	France	Europe	9
19	15	Mercedes Benz	Auto-Manufacturers	Germany	Europe	-4
20	41	Christian Dior	Luxury	France	Europe	21
21	26	Google	Technology	USA	North America	5
22	23	Dangote	Consumer, non-cyclical	Nigeria	Africa	1
23	19	Sony	Electronics/Computers	Japan	Asia	-4
24	51	Ethiopian Airlines	Aviation	Ethiopia	Africa	27
25	25	Infinix	Electronics/Computers	China	Asia	0
26	24	Nokia	Electronics/Computers	Finland	Europe	-2
27	22	Huawei	Electronics/Computers	China	Asia	-5
28	18	Unilever	Consumer, non-cyclical	UK	Europe	-10
29	20	Orange	Telecommunications	France	Europe	-9
30	28	H&M	Apparel Retailer	Sweden	Europe	-2
31	NEW	Kasapareko Drinks Alomo Bitters	Alcoholic Beverages	Ghana	Africa	0
32	63	Glo/Globacom	Telecommunications	Nigeria	Africa	31
33	30	BMW	Auto-Manufacturers	Germany	Europe	-3
34	46	Microsoft	Technology	USA	North America	12
35	58	Tesla	Auto-Manufacturers	USA	North America	23
36	47	Amazon	Technology	USA	North America	11
37	43	DSTV	Media	South Africa	Africa	6
38	34	Chanel	Luxury	France	Europe	-4
39	45	Polo	Luxury	USA	North America	6
40	NEW	Jordan	Sports & Fitness	USA	North America	0
41	64	Xiaomi	Electronics/Computers	China	Asia	23
42	61	Jumia	Technology	Nigeria	Africa	19
43	40	Reebok	Sports & Fitness	UK	Europe	-3
44	31	Lacoste	Luxury	France	Europe	-13
45	49	KFC	Consumer, non-cyclical	USA	North America	4
46	33	Nivea	Personal Care	Germany	Europe	-13
47	32	Hewlett-Packard/HP	Electronics/Computers	USA	North America	-15
48	35	Toshiba	Electronics/Computers	Japan	Asia	-13
49	38	Guinness	Alcoholic Beverages	Ireland	Europe	-11
50	NEW	Econet	Telecommunications	Zimbabwe	Africa	0

2022 Rank	2021 Rank	Brand Africa 100	Category	Country	Continent	Change
51	44	Shoprite/Checkers	Retailer	South Africa	Africa	-7
52	NEW	Bathu Shoes	Apparel Retailer	South Africa	Africa	0
53	37	Versace	Luxury	Italy	Europe	-16
54	74	Facebook	Technology	USA	North America	20
55	39	Fanta	Non-alcoholic Beverages	USA	North America	-16
56	90	Under Armour	Sports & Fitness	USA	North America	34
57	56	Blue Band	Consumer, non-cyclical	UK	Europe	-1
58	65	Vans	Apparel Retailer	USA	North America	7
59	52	Fila	Sports & Fitness	Italy	Europe	-7
60	36	Ford	Auto-Manufacturers	USA	North America	-24
61	86	Hisense	Electronics/Computers	China	Asia	25
62	57	Mc Donald's	Consumer, non-cyclical	USA	North America	-5
63	66	Tusker Beer	Alcoholic Beverages	Kenya	Africa	3
64	60	Tiger Brands	Consumer, non-cyclical	South Africa	Africa	-4
65	NEW	Drip Shoes	Apparel Retailer	South Africa	Africa	0
66	83	Philips	Electronics/Computers	Netherlands	Europe	17
67	67	Honda	Auto-Manufacturers	Japan	Asia	0
68	42	Oppo Mobile	Electronics/Computers	China	Asia	-26
69	87	Calvin Klein	Apparel Retailer	USA	North America	18
70	54	Indomie Noodles	Consumer, non-cyclical	Indonesia	Asia	-16
71	59	Colgate	Personal Care	USA	North America	-12
72	NEW	Mukwano Products	Consumer, non-cyclical	Uganda	Africa	0
73	79	Omo	Consumer, non-cyclical	UK	Europe	6
74	48	Dell	Electronics/Computers	USA	North America	-66
75	62	Nasco	Consumer, non-cyclical	Nigeria	Africa	-13
76	NEW	Nissan/Dacia	Auto-Manufacturers	Japan	Asia	0
77	NEW	Lenovo	Electronics/Computers	China	Asia	0
78	55	PZ Cussons	Consumer, non-cyclical	UK	Europe	-23
79	NEW	Yamaha	Electronics/Computers	Japan	Asia	0
80	93	Milo	Consumer, non-cyclical	Switzerland	Europe	13
81	95	Cadbury	Consumer, non-cyclical	USA	North America	14
82	NEW	Prada	Luxury	Italy	Europe	0
83	NEW	Total Energies	Energy	France	Europe	0
84	NEW	Pampers	Consumer, non-cyclical	USA	North America	0
85	70	Sharp	Electronics/Computers	Japan	Asia	-5
86	NEW	Azam Group	Consumer, non-cyclical	Tanzania	Africa	0
87	71	Clover	Consumer, non-cyclical	South Africa	Africa	-16
88	84	Audi	Auto-Manufacturers	Germany	Europe	-4
89	98	Fendi	Luxury	Italy	Europe	9
90	80	Ferrari	Auto-Manufacturers	Italy	Europe	-10
91	97	Peugeot	Auto-Manufacturers	France	Europe	6
92	NEW	Chevrolet	Auto-Manufacturers	USA	North America	0
93	75	Converse Allstar	Apparel Retailer	USA	North America	-18
94	94	Dolce & Gabbana	Luxury	Italy	Europe	0
95	NEW	Alibaba	Technology	China	Asia	0
96	91	Sprite	Non-alcoholic Beverages	USA	North America	-5
97	85	Always	Personal Care	USA	North America	-12
98	NEW	Sketchers	Apparel Retailer	USA	North America	0
99	81	Dettol	Consumer, non-cyclical	UK	Europe	-18
100	NEW	Bata Shoes	Apparel Retailer	Switzerland	Europe	0