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AFRICA'S BEST BRANDS 2023

In the midst of global economies disrupted by conflicts in Africa and beyond, almost all African brands lost ground as Africa's share of the Top 100 most-admired brands slipped to 14% in the 13th annual survey of brands in Africa. Writing by Brand Africa founder and chairman Thebe Ikalafeng and Kantar's Karin du Chenne and Geopoll's Frankline Kibuacha; with Feyi Olubodun, Tshepang Makofane, Thabani Khumalo, Michelle Ncube, Pat Mahlangu and Sharon Mills.

AFRICANS PUT THEIR TRUST IN GLOBAL BRANDS

After recovering to a seven-year high of 17% and challenging the dominance of non-African brands in Africa in 2022, and despite optimism with the progress of the African Continental Free Trade Area (AfCFTA) and other progressive Africa-focused initiatives, African brands' share of the Top 100 rankings declined by 20% as stalwart African brand MTN dropped out of the Top 10 and Dangote headed towards exiting the Top 30.

All African brands, except Zambia's Trade Kings, the highest African mover and new at #38, lost ground. Fifteen per cent of the Top 100 brands are new entrants, led by Proctor and Gamble's oral hygiene brand, Oral B (#34), the highest non-African brand. Zambia's leading manufacturer of detergent powders, pastes, laundry bars and fabric conditioners, Trade Kings (#38), is the leading African brand.

Europe, led by Adidas at #2, has grown its share of the most-admired brands in Africa to 37%, ahead of North America at 32% led by Nike, the #1 brand

for the 6th consecutive year, and Asia, which retains its 17% share led by Samsung, the #3 brand for the 3rd consecutive year. Nike (#1), Adidas (#2), Samsung (#3), Coca-Cola (#4) and Apple (#5) all retained their Top 5 dominance in Africa. Upstart South African brand Drip (#65 in 2022), Kenya's Tusker beer and South African multinational group Tiger brands (#64 in 2022) led the African exodus from the Top 100.

Despite losing ground, the preeminent African standard bearers, MTN, remains the #1 most-admired African brand in the Top 100 brands recalled spontaneously, and Dangote retakes the lead as the #1 most-admired brand when respondents are prompted to recall an African brand specifically. Ethiopian Airlines, which flies the African flag across 114 international destinations in 77 countries, remains the lone most-admired aviation brand in the Top 100 most-admired brands. South Africa (4) and Nigeria (4) lead the share of the African countries of origin among the 14 African brands in the Top 100.

Ghanaian beverage brand Kasapreko Drinks' Alomo

Nike dominates the brand ranking for the sixth consecutive year



Special report: Africa's Best Brands

Bitters moved to #100, significantly down from #34 in 2022, due probably to invisibility and inaccessibility in the post-Covid economy, and wraps up the top 100 most-admired brands in Africa.

Pride not translating to profits

Clearly, while by all accounts there's a growing pride among Africans, the pride hasn't necessarily translated to brand preferences. Dangote retains its lead as the brand that best symbolises African pride, ahead of Ethiopian Airlines and MTN in Africa; and Coca-Cola, Orange and Adidas, the Top 3 non-African brands.

Where respondents are specifically prompted to recall African brands, entrepreneurial new brands established in the last decade or so, such as South Africa's Bathu (pictured right) (#6) and Drip (#15) return for the second year in a row. Culture-based luxury apparel brand MaXhosa (#10) which is growing its footprint with new store openings and showcases in global fashion platforms, makes a bold entry in the rankings. The rankings of the most-admired African brands remain dominated by perennially ranked transformational brands: Dangote, MTN, DStv, Ethiopian Airlines and Safaricom/Mpesa – which raced up the rankings from #20 to #4 as it continues to grow beyond its dominant Kenya base with the launch in the high-opportunity Ethiopian market.



Most admired African brands: prompted recall

2023 Rank	2022 Rank	Brand	Category	Country of origin	Region	Change
1	1	Dangote	Consumer, Non-cyclical	Nigeria	West Africa	0
2	2	MTN	Telecom Provider	South Africa	Southern Africa	0
3	3	DSTV	Media	South Africa	Southern Africa	0
4	20	Safaricom/Mpesa	Telecom Provider	Kenya	East Africa	-16
5	4	Ethiopian Airlines	Aviation	Ethiopia	East Africa	1
6	6	Bathu Shoes	Apparel	South Africa	Southern Africa	0
7	10	Shoprite/Checkers	Retail	South Africa	Southern Africa	-3
8	17	Azam Group	Consumer, Non-cyclical	Tanzania	East Africa	-9
9	9	Jumia	Retail	Nigeria	West Africa	0
10	15	MaXhosa	Apparel	South Africa	Southern Africa	-5

Most admired African brands: spontaneous recall

2023 Rank	2022 Rank	Brand	Category	Country of origin	Region	Change
1	1	MTN	Telecom Provider	South Africa	Southern Africa	0
2	2	Dangote	Consumer, non-cyclical	Nigeria	West Africa	0
3	new	Trade Kings	Consumer, non-cyclical	Zambia	Southern Africa	new
4	3	DStv	Media	South Africa	Southern Africa	1
5	4	Ethiopian Airlines	Aviation	Ethiopia	East Africa	1
6	6	Glo/Globalcom	Telecom Provider	Nigeria	West Africa	0
7	7	Jumia	Technology	Nigeria	West Africa	0
8	8	Econet	Telecom Provider	Zimbabwe	Southern Africa	0
9	10	Bathu Shoes	Apparel	South Africa	Southern Africa	-1
10	new	Azam Group	Consumer, non-cyclical	Tanzania	East Africa	new

The top three categories remain Consumer/Non-cyclicals with a share of 20%, led by Nestlé (#16), Unilever (#20) and Dangote (#27); Electronics/Computers (17%), led by Samsung (#3), Apple (#5) and Tecno (#9); and Luxury (11%) with Gucci (#6), Louis Vuitton (#17) and Christian Dior (#28).

Doing well by doing good

The 2023 Brand Africa survey sought to establish the brand most-admired for doing good for society, people and the environment. Unicef (originally called the United Nations International Children's Emergency Fund) emerged as the #1 NGO. Coca-Cola was the #1 non-African and MTN the #1 African brand.

South African brands, led by MTN, account for 50% of the African brands most admired for doing good, with Dangote (#2) leading from Nigeria and Tanzania's Azam rounding out the Top 3.

A return to traditional banking?

The financial service brand rankings indicate a return to the traditional and established financial services providers. New technologies and an entrepreneurial young African population makes the industry the most dynamic category in the continent.

But while Africa is reported to be home to the second-largest number of crypto-currency holders in

the world, traditional financial institutions continue to dominate. This is despite the early proliferation by non-traditional players not saddled with legacy issues in a digital world, and is perhaps reflective of the traditional banks increasing their focus, investments and re-positioning themselves for the digital world.

Telecommunications giants and mobile money brands MTN Money, Airtel Money and Orange Money all dropped out of the Top 25. However, Mpesa, at #22, makes an entry independently of Safaricom.

Africa's oldest banking group, Standard Bank, building on the acquisition of Liberty Holdings and digital partnerships with platforms such as Salesforce, Shyft, Thrive, and OneHub; surged to the #1 most-admired finance brand in Africa. It displaced GTBank, which has dominated the rankings for the past three years but has been reeling from a UK regulatory issue, service challenges and a tough competitive environment. South African (6) and Nigerian (6) brands lead the rankings, accounting for 48% of the Top 25, with the USA (4), led by VISA, at 16%, making up 64% of the Top 25 brands.

A fragmented non-African-led story

DStv is the consumer brand of the Multichoice Group, the lone media brand in the Top 100, which produced more than 6,000 hours of local content in 2022, en-

Most admired finance brands

2023 Rank	2022 Rank	Brand	Country of origin	Region	Change
1	6	Standard Bank/Stanbic/Stanlib	South Africa	Southern Africa	-5
2	3	Equity Bank	Kenya	East Africa	-1
3	5	ABSA	South Africa	Southern Africa	-2
4	2	Ecobank	Togo	West Africa	2
5	4	UBA	Nigeria	West Africa	1
6	8	First National Bank (FNB)	South Africa	Southern Africa	-2
7	10	KCB	Kenya	East Africa	-3
8	new	First Bank of Nigeria	Nigeria	West Africa	new
9	7	Visa	USA	USA	2
10	1	GTBank	Nigeria	West Africa	9
11	9	Bank of Africa (BOA)	Morocco	North Africa	2
12	new	Capitec	South Africa	Southern Africa	new
13	16	Standard Chartered	UK	Europe	-3
14	new	Old Mutual	South Africa	Southern Africa	new
15	11	Access Bank	Nigeria	West Africa	4
16	12	Paypal	USA	USA	4
17	15	Societe Generale	France	Europe	2
18	new	Western Union	USA	USA	new
19	new	AXA	Belgium	Europe	new
20	new	Afriland First Bank	Cameroon	West Africa	new
21	14	Zenith Bank	Nigeria	West Africa	7
22	new	Mpesa	Kenya	East Africa	new
23	17	NSIA	Nigeria	West Africa	6
24	13	Nedbank	South Africa	Southern Africa	11
25	18	Mastercard	USA	USA	7

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retained and informed more than 21m customers in 40 languages, across 50 countries, and reached more than 100m people every day. It retained its dominant ranking as the #1 most-admired media brand in Africa ahead of the BBC and CNN.

Consistent with previous rankings, non-African media dominate the continent, accounting for 76% of the Top 25 brands, as some African media brands tend to be relevant only in their individual markets. Brands such as TikTok and Disney, which has launched the Disney+ streaming platform in five African countries, have been investing massively in African content creators. The rise of uniquely African entertainment genres such as Amapiano has given platforms such as TikTok a commanding edge in Africa as they open barriers to showcase talent globally. #Amapiano has generated over 5.2bn views on TikTok. DSTv (#1) and Canal+ (#8) remain the dominant entertainment content aggregating brands for the anglophone and francophone African markets respectively.



Most admired media brands

2023	2022	Country of origin	Region	Change
1	1 DSTV	South Africa	Africa	0
2	2 BBC	UK	Europe	0
3	3 CNN	USA	America	0
4	4 Al Jazeera	Qatar	Asia	0
5	22 Nation Media/Ntv	Kenya	Africa	17
6	6 Facebook	USA	America	0
7	7 Netflix	USA	America	0
8	5 Canal +	France	Europe	3
9	new MBC	Saudi Arabia	Middle East	new
10	9 Youtube	USA	America	1

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or exposed on the Nigerian advertising space are to use only Nigerian models and voice-over artists.”

This is an admirable intervention – but does not necessarily create an advantage for local brands which do not have the leverage or investment to compete with established non-African global brands.

By going beyond their functional category strength to solve social issues – as Orange is doing with its Orange Energy solar kits to alleviate electricity access challenges – non-African brands have entrenched their utility and relevance to Africans.

In the last seven Africa Cup of Nations (CAF) football championships players wore either Puma, Adidas or Nike branding. The competition was sponsored by either TotalEnergies or Orange in the past 15 years – so it is not difficult to understand the dominance of these brands at the heart of the most accessible and popular sport in Africa.

Unilever’s brand campaigns are rooted in local insights. Through its brand Knorr, it brought together chefs, food critics and more than 5,000 consumers to mark World Jollof Day – an event celebrating the popular African rice dish beloved in West Africa.

The strategies of non-African brands are clearly rooted in Nelson Mandela’s advice, “if you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

But the challenge for African brands is surmountable as the leading non-African brands were once local brands in their regions – and brands such as Dangote, MTN and Ethiopian Airlines prove Africa can build resilient brands beyond domicile borders.

Made for Africa

For years, the “made in” label was a source of cachet – and a short-hand for the quality, prestige and reputation of products. Non-African brands continue to dominate Africa with offerings that respond to the emotional and functional needs of Africans better than do their African counterparts – through the integration and adoption of local languages, lifestyle and culture into their global products.

Clearly, the resilience and dominance of non-African brands in the 13-year history of the Brand Africa study seems to indicate that “Made in Africa” doesn’t carry as much sway as “Made for Africa”.

The Advertising Regulatory Council of Nigeria has declared that “all advertisements, advertising, and marketing communications materials targeted

Opposite right: Top Amapiano artist DBN Gogo during a Johannesburg set.

Above: Milki, one of many consumer products of Trade Kings (#38), is the leading African brand this year.

Facing forward

In the 60th anniversary year of the founding of the Organisation of African Unity, the forerunner to the African Union (AU), it is concerning that despite the momentum in operationalising the AfCFTA and ris-

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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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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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ing internal pride in the continent albeit against a backdrop of global economic challenges, African consumers have reverted to trusted, mostly non-Africa brands, rather than giving African brands a chance. This is an urgent SOS for the rise of purposeful African entrepreneurship, innovation, and “made in Africa”.

Ghanaian pan-African champion Kwame Nkrumah once urged Africa not to look East or West, but for-

ward. If the continent does not do this, the promise and opportunity of Africa-focused initiatives such as the AfCFTA could paradoxically be a catalyst for the 1.3bn Africans to take their projected \$2.1 trillion consumer spending by 2025 (according to consultancy McKinsey & Co) offshore through non-African brands to the detriment of Africa's development.

When it comes to building and buying African brands, it is not yet Uhuru. ■

Top 20 African Pride brands

2023	2022	Brand	Category	Country	Region
1	1	Dangote	Consumer, Non-cyclical	Nigeria	West Africa
2	2	Ethiopian Airlines	Aviation	Ethiopia	East Africa
3	3	MTN	Telecom Provider	South Africa	Southern Africa
4	4	DSTV	Media	South Africa	Southern Africa
5	5	Azam Group	Azam Group	Tanzania	East Africa
6	-	Coca cola	Beverage	USA	USA
7	-	Mpesa/Safaricom	Telecom Provider	Kenya	East Africa
8	6	Kenya Airways	Aviation	Kenya	East Africa
9	7	UBA	Financial Services	Nigeria	West Africa
10	10	ABSA	Financial Services	South Africa	Southern Africa
11	8	Jumia	Retail	Nigeria	West Africa
12	20	Orange	Telecom Provider	France	Europe
13	11	Shoprite/Checkers	Retail	South Africa	Southern Africa
14	15	Ecobank	Financial Services	Togo	West Africa
15	22	Standard Bank/Stanbic/Stanlib	Financial Services	South Africa	Southern Africa
16	23	Adidas	Apparel	Germany	Europe
17	13	Econet	Telecom Provider	Zimbabwe	Southern Africa
18	17	TotalEnergies	Energy	France	Europe
19	9	Airtel	Telecom Provider	India	Asia
20	25	Equity Bank	Financial Services	Kenya	East Africa



WHAT ARE THE TOP 100 MOST ADMIRABLE 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 13th year, the Brand Africa 100 | Africa's Best Brands rankings are the most authoritative survey and analysis of brands in Africa, covering 32 countries representing all 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**, in partnership with **Integrate** in North Africa and **Analysis** in East African islands, 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

How is Brand Africa 100 researched and compiled? **Karin Du Chenne**, Chief Growth Officer Africa Middle East and **Matthieu Sauvage-Mar**, VP of Client Development, GeoPoll and **Thebe Ikalafeng**, founder and chairman of Brand Africa elucidate.

Determining Africa's most admired brands: Brand Africa's methodology

Now in its 13th year, Brand Africa 100: Africa's Best Brands is an independent consumer-led survey that seeks to establish brand preferences across the continent. This year's research was conducted in an all-time high of 32 countries and economic regions in Africa – which collectively account for more than 85% of the continent's population and GDP. It is the most comprehensive survey on brands in Africa.

The research, which annually yields more than 200,000 brand mentions and over 3,000 unique brands, was conducted independently by Brand Africa partners during the first quarter of 2023. The primary research in the majority of the sub-Saharan Africa region was led by GeoPoll (www.geopoll.com), the world's leading mobile-based research firm, which used their sophisticated digital survey platform. GeoPoll partnered with Morocco-based Integrate, a Kantar affiliate, in North Africa; and Mauritius-based Analysis in the East African islands.

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, provided strategic analysis, rankings and insights, taking into account the sample and population sizes of each country covered.

Brand Africa has been using a primarily mobile-based approach 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.

Because of their low spontaneous general recall – despite brands' influential impact in society – 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 Brand Africa has produced rankings for the most-admired African brand. Whereas the first ranking is an extraction of the African brands recalled “spontaneously” out of the Top 100 brand rankings, the second is based on a specific “prompted recall” in which respondents are prompted to recall their most-admired African brands.

Since businesses are being challenged to focus on the triple bottom line, in 2023 Brand Africa introduced a sustainability question to understand brands that are doing good for society, people and the environment.

The lists are analysed to ensure there are no duplications and no generic categories, and focus primarily on consumer brand mentions. Where the brand operates under different names in different markets, as do 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 of the most-admired African brands, where a brand had a dominant African residual equity or identity derived from its origins in Africa – such as Safaricom, Mpesa and Tusker from Kenya or Castle from South Africa – irrespective of its ownership or shareholding the brand is recognised as an African brand.

To build the list of the Top 100 most-admired brands in Africa and the most-admired African brands, the brands had to be 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.

Overall, since the first rankings in 2011, *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 the most anticipated and trusted barometer of brands in Africa. ■

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Most admired brands in Africa: the Top 100

2023 Rank	2022 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	7	Gucci	Luxury	Italy	Europe	-1
7	11	Zara	Apparel Retailer	Spain	Europe	-4
8	8	Toyota	Auto-Manufacturers	Japan	Asia	0
9	6	Tecno	Electronics/Computers	China	Asia	3
10	9	Puma	Sports & Fitness	Germany	Europe	1
11	10	MTN	Telecommunications	South Africa	Africa	1
12	14	LG	Electronics/Computers	South Korea	Asia	-2
13	17	Pepsi	Non-alcoholic Beverages	USA	North America	-4
14	13	Vodafone/com/Safaricom/Mpesa	Telecommunications	UK/Kenya	Europe	1
15	19	Mercedes Benz	Auto-Manufacturers	Germany	Europe	-4
16	16	Nestlé	Consumer, non-cyclical	Switzerland	Europe	0
17	18	Louis Vuitton	Luxury	France	Europe	-1
18	29	Orange	Telecommunications	France	Europe	-11
19	30	H&M	Apparel Retailer	Sweden	Europe	-11
20	28	Unilever	Consumer, non-cyclical	UK	Europe	-8
21	12	Airtel	Telecommunications	India	Asia	9
22	27	Huawei	Electronics/Computers	China	Asia	-5
23	23	Sony	Electronics/Computers	Japan	Asia	0
24	26	Nokia	Electronics/Computers	Finland	Europe	-2
25	33	BMW	Auto-Manufacturers	Germany	Europe	-8
26	21	Google	Technology	USA	North America	5
27	22	Dangote	Consumer, non-cyclical	Nigeria	Africa	5
28	20	Christian Dior	Luxury	France	Europe	8
29	25	Infinix	Electronics/Computers	China	Asia	4
30	15	Itel	Electronics/Computers	China	Asia	15
31	53	Versace	Luxury	Italy	Europe	-22
32	38	Chanel	Luxury	France	Europe	-6
33	45	KFC	Consumer, non-cyclical	USA	North America	-12
34	new	Oral B	Personal Care	USA	North America	new
35	36	Amazon	Technology	USA	North America	-1
36	35	Tesla	Auto-Manufacturers	USA	North America	1
37	99	Dettol	Consumer, non-cyclical	UK	Europe	-62
38	new	Trade Kings	Consumer, non-cyclical	Zambia	Africa	new
39	44	Lacoste	Luxury	France	Europe	-5
40	37	DStv	Media	South Africa	Africa	3
41	24	Ethiopian Airlines	Aviation	Ethiopia	Africa	17
42	40	Jordan	Sports & Fitness	USA	North America	2
43	71	Colgate	Personal Care	USA	North America	-28
44	49	Guinness	Alcoholic Beverages	Ireland	Europe	-5
45	47	Hewlett-Packard/HP	Electronics/Computers	USA	North America	-2
46	34	Microsoft	Technology	USA	North America	12
47	61	Hisense	Electronics/Computers	China	Asia	-14
48	32	Glo/Globacom	Telecommunications	Nigeria	Africa	16
49	39	Polo	Luxury	USA	North America	10
50	60	Ford	Auto-Manufacturers	USA	North America	-10

2023 Rank	2022 Rank	Brand Africa 100	Category	Country	Continent	Change
51	new	Ariel	Consumer, non-cyclical	USA	North America	new
52	41	Xiaomi	Electronics/Computers	China	Asia	11
53	43	Reebok	Sports & Fitness	UK	Europe	10
54	42	Jumia	Technology	Nigeria	Africa	12
55	73	Omo	Consumer, non-cyclical	UK	Europe	-18
56	55	Fanta	Non-alcoholic Beverages	USA	North America	1
57	50	Econet	Telecommunications	Zimbabwe	Africa	7
58	52	Bathu Shoes	Apparel Retailer	South Africa	Africa	6
59	76	Nissan/Dacia	Auto-Manufacturers	Japan	Asia	-17
60	86	Azam Group	Consumer, non-cyclical	Tanzania	Africa	-26
61	46	Nivea	Personal Care	Germany	Europe	15
62	54	Facebook	Technology	USA	North America	8
63	new	LC Waikiki	Retailer	Turkey	Europe	new
64	68	Oppo Mobile	Electronics/Computers	China	Asia	-4
65	78	PZ Cussons	Consumer, non-cyclical	UK	Europe	-13
66	new	Heineken	Consumer, non-cyclical	USA	North America	new
67	51	Shoprite/Checkers	Retailer	South Africa	Africa	16
68	62	Mc Donald's	Consumer, non-cyclical	USA	North America	6
69	56	Under Armour	Sports & Fitness	USA	North America	13
70	new	Shein	Retailer	China	Asia	new
71	66	Philips	Electronics/Computers	Netherlands	Europe	5
72	57	Blue Band	Consumer, non-cyclical	UK	Europe	15
73	83	TotalEnergies	Energy	France	Europe	-10
74	new	Rolex	Luxury	Switzerland	Europe	new
75	48	Toshiba	Electronics/Computers	Japan	Asia	27
76	81	Cadbury	Consumer, non-cyclical	USA	North America	-5
77	84	Pampers	Consumer, non-cyclical	USA	North America	-7
78	58	Vans	Apparel Retailer	USA	North America	20
79	new	Levi's	Apparel Retailer	USA	North America	new
80	82	Prada	Luxury	Italy	Europe	-2
81	70	Indomie Noodles	Consumer, non-cyclical	Indonesia	Asia	11
82	69	Calvin Klein	Apparel Retailer	USA	North America	13
83	74	Dell	Electronics/Computers	USA	North America	9
84	98	Sketchers	Apparel Retailer	USA	North America	-14
85	75	Nasco Brands	Consumer, non-cyclical	Nigeria	Africa	10
86	72	Mukwano Products	Consumer, non-cyclical	Uganda	Africa	14
87	new	Pepsodent	Consumer, non-cyclical	USA	North America	new
88	new	Netflix	Technology	USA	North America	new
89	new	Shell	Energy	UK	Europe	new
90	97	Always	Personal Care	USA	North America	-7
91	new	Land Rover/Range Rover	Auto-Manufacturers	UK	Europe	new
92	94	Dolce & Gabbana	Luxury	Italy	Europe	-2
93	89	Fendi	Luxury	Italy	Europe	4
94	59	Fila	Sports & Fitness	Italy	Europe	35
95	88	Audi	Auto-Manufacturers	Germany	Europe	7
96	new	Oraimo	Electronics/Computers	China	Asia	new
97	93	Converse Allstar	Apparel Retailer	USA	North America	4
98	new	Volkswagen	Auto-Manufacturers	Germany	Europe	new
99	new	Sunlight	Consumer, non-cyclical	UK	Europe	new
100	31	Kasapreko Drinks/Alomo Bitters	Alcoholic Beverages	Ghana	Africa	69