

Africa's best

How Africa's best brands compare with global ratings

Most valued brands in Africa

Rank	Brand	Sector	Country
1	MTN	Telecoms services	South Africa
2	Shell	Oil and gas	Netherlands
3	Coca-Cola	Beverages	United States
4	Nike	Apparel	United States
5	Toyota	Auto	Japan
6	Absa	Banks	South Africa
7	NNPC	Oil and gas	Nigeria
8	Vodafone	Telecoms services	Britain
9	Heineken	Beverages	Netherlands
10	Samsung	Electronics	South Korea
11	HP	Electronics	United States
12	McDonald's	Retail	United States
13	Eskom	Utilities	South Africa
14	Shoprite	Retail	South Africa
15	Pepsi-Cola	Beverages	United States
16	LG	Electronics	South Korea
17	Honda	Auto manufacturers	Japan
18	Dangote	Consumer, non-cyclical	Nigeria
19	Airtel	Telecoms services	India
20	Mercedes-Benz	Auto manufacturers	Germany

Most valued African brands

Based on brand value in Africa as calculated by Brand Finance

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1	MTN	Telecoms services	South Africa
2	Absa	Banks	South Africa
3	NNPC	Oil and gas	Nigeria
4	Eskom	Utilities	South Africa
5	Shoprite	Retail	South Africa
6	Dangote	Consumer, non-cyclical	Nigeria
7	Woolworths	Retail	South Africa
8	Globacom	Telecoms services	Nigeria
9	Pick n Pay	Retail	South Africa
10	Vodacom	Telecoms services	South Africa
11	Castle	Beverages	South Africa
12	Telkom	Telecoms services	South Africa
13	SABMiller	Beverages	South Africa
14	Guaranty Trust Bank	Banks	Nigeria
15	Safaricom	Telecoms services	Kenya
16	United Bank for Africa	Banks	Nigeria
17	First Bank of Nigeria	Banks	Nigeria
18	Tiger Brands	Food, diversified	South Africa
19	Zenith Bank	Banks	Nigeria
20	Intercontinental Bank	Banks	Nigeria
21	Techno	Oil and gas	Nigeria
22	Clover	Dairy	South Africa
23	Oceanic Bank	Banks	Nigeria
24	Tastic	Food	South Africa
25	Peak Milk	Dairy	Nigeria

Most valuable global brands

Rank	Brand	Country
1	Google	United States
2	Apple	United States
3	Microsoft	United States
4	IBM	United States
5	Wal-Mart	United States
6	Vodafone	Britain
7	General Electric	United States
8	Toyota	Japan
9	AT&T	United States
10	HSBC	Britain
11	Coca-Cola	United States
12	Samsung	South Korea
13	Wells Fargo	United States
14	Bank of America	United States
15	HP	United States
16	Verizon	United States
17	McDonalds	United States
18	Intel	United States
19	Santander	Spain
20	Tesco	Britain

Most valued non-African brands

Rank	Brand	Sector	Country
1	Shell	Oil and gas	Netherlands
2	Coca-Cola	Beverages	United States
3	Nike	Apparel	United States
4	Toyota	Auto manufacturers	Japan
5	Vodafone	Telecoms services	Britain
6	Heineken	Beverages	Netherlands
7	Samsung	Electronics	South Korea
8	HP	Electronics	United States
9	McDonald's	Retail	United States
10	Pepsi-Cola	Beverages	United States

