



# PRESS RELEASE

## Communiqué de Presse

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### FOR IMMEDIATE RELEASE

## 2025 BRAND AFRICA 100 | CÔTE D'IVOIRE'S BEST BRANDS 05 June 2025

**60% of Ivorians believe in Africa and Côte d'Ivoire, but only 26% are loyal to Ivorian brands, and Solibra is the no. 1 Ivorian brand**

- Solibra is the #1 most admired Ivorian brand
- 60% of Ivorians believe that Africa contributes to a better Africa, but only 26% believe in Ivorian brands.
- Only 40% of the brand are from G20 countries of origin, 31% are from Africa, and only 8% from BRICS+ countries of origin.
- Côte d'Ivoire leads as the #1 most admired country contributing to a better Africa.
- NCI TV and Canal+ are the most admired Ivorian and non-Ivorian media brands.
- NSIA, and Ecobank are the most admired Ivorian and non-Ivorian financial services brands.
- MTN is the #1 most admired brand contributing to a better Africa, and NASCO is the #1 most admired brand doing good for society and the environment.
- NSIA is the most admired Ivorian financial services brands.
- Nike is #1 brand among Gen Z and Millennials, Adidas is #1 among Gen X, and Solibra the #1 brand among Baby Boomers
- Nike retains its #1 spot as the most admired brand overall in Africa for the 8th consecutive year.

**Abidjan, Côte d'Ivoire – 05 June 2025** – Today Brand Africa in partnership with Opinion & Public unveiled the results of the **15th annual Brand Africa 100 | Côte d'Ivoire's Best Brands** rankings, in a virtual media briefing by Brand Africa founder and chairman, Thebe Ikalafeng, and Opinion & Public Executive Director, Kwame Senou.

Despite the continued dominance of global brands such as Nike, Côte d'Ivoire's Solibra leads the way locally as the most admired Côte d'Ivoire brand.

The rankings are based on a comprehensive pan-African survey conducted across 31 countries, including Lesotho, in 8 languages, from Arabic to Swahili, and representing over 85% of the continent's population and GDP.

Côte d'Ivoire's results reveal a strong preference for international brands, with 70% of the Top 100 most admired brands being non-African. Ivorian brands represent 26% of the 100 most admired African brands, reflecting a significant challenge in building national brand loyalty. This mirrors the broader continental trend, where African brands have declined to just 11 out of the Top 100 globally, underscoring a clear gap between pan-African sentiment and actual consumer support for African-made brands.

Across generations, Nike is the most admired brand for Gen Z and Millennials, while Adidas and Solibra are the brands of choice for Gen X and Baby Boomers respectively.

"While Ivorians retain a strong preference for European brands - with European brands making up 41% of the Top 100 brands - it's pleasing that their preference for African brands overall is stronger than most regions, " says Thebe Ikalafeng, Founder and Chairman of Brand Africa. "With less than 50% reliance on G20 country of origin brands, it's a good foundation for driving the local brands."

What distinguishes the Brand Africa 100: Africa's Best Brands study is that since its inception in 2011 (1) it is grown to be the most comprehensive barometer of consumer brand preferences spanning 31 African countries which collectively account for more than 85% of the continent's population and GDP; (2) it is research-based rankings; (3) conducted by independent and globally respected research partners, including Geopoll and Kantar, as the lead, supported by Integrate (Morocco), Gopinion (Algeria), Analysis (Mauritius) and Oxygen (Namibia), and (5) is brand-neutral because the study is unsponsored ensuring there is no commercial influence.

The 2025 Brand Africa 100 | Africa's Best Brands are widely covered and will once again be the cover feature of the June edition of African Business magazine, Africa's foremost business publication since 1966.

- For Information on the Brand Africa agenda, initiatives and partners and specifically the Brand Africa 100: Africa's Best Brands Rankings visit [www.brand.africa](http://www.brand.africa) and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the Côte D'Ivoire's event and results, email Lerato Mpholo at [lerato@opinionandpublic.com](mailto:lerato@opinionandpublic.com)

## Ends ##

## Brand Africa 100 | Africa's Best Brands | Côte d'Ivoire

| Top 100 Brands  |   |   |                                 |
|---|---|---|---------------------------------|
| #   | Overall (Top 100)                         | Ivorian Brands (Top 100)                        |                                 |
| #1  | Nike                                      | Solibra   |                                 |
| #2  | Adidas                                    | Glovo   |                                 |
| #3  | Samsung                                   | Dinor   |                                 |
|   |   |   |                                 |
| Most Admired African Brand                                      |   |   |                                 |
| #   | Most Admired African Brand (Aided Recall) | Most Admired African Brand (Spontaneous Recall) |                                 |
| #1  | MTN                                       | Solibra   |                                 |
| #2  | Uniwax                                    | Glovo   |                                 |
| #3  | Jumia                                     | Dinor   |                                 |
| #4  | Nanawax                                   | Smart Technology                                |                                 |
| #5  | Aliwax Collection                         | Aya de Cauville                                 |                                 |
|   |   |   |                                 |
| Most Admired Media Brand  |   |   |                                 |
| #   | African                                   | Non-African                                     | Côte d'Ivoire                   |
| #1  | NCI TV                                    | Canal +   | NCI TV                          |
| #2  | Life TV                                   | Radio Nostalgie                                 | Life TV                         |
| #3  | RTI                                       | France 24                                       | RTI                             |
|   |   |   |                                 |
| Most Admired Financial Services Brand                           |   |   |                                 |
| #   | African                                   | Non-African                                     | Côte d'Ivoire                   |
| #1  | Ecobank                                   | Societe Generale                                | NSIA                            |
| #2  | Bank of Africa                            | Orange Money                                    | BNI                             |
| #3  | UBA                                       | Wave  | BICICI                          |
|   |   |   |                                 |
| Sustainable Brands – Doing Good for Society and the Environment |   |   |                                 |
| #   | African                                   | Non-African                                     | NGO                             |
| #1  | Nasco                                     | Nike  | UNICEF/United Nations           |
| #2  | MTN                                       | Adidas  | World Health Organization (WHO) |
| #3  | Sodeci                                    | Samsung   | Eco-eburnie                     |
| #4  | NSIA                                      | Nestle  | ECOTI SA                        |
| #5  | Life Tv                                   | Tesla   | Red Cross / Croix Rouge         |
|   |   |   |                                 |
| Most Admired G20 and BRICS+ Brands                              |   |   |                                 |
| #   | G20                                       | BRICS+  |                                 |
| #1  | Nike                                      | Yango   |                                 |
| #2  | Adidas                                    | Tecno   |                                 |
| #3  | Yango                                     | Hauwei  |                                 |
|   |   |   |                                 |
| Nation Brands   |   |   |                                 |

| Most Admired Brand Contributing to a Better Africa |         |             | Most Admired Country |                   |
|--|---------|-------------|----------------------|-------------------|
| #  | African | Non-African | African              | Non-African       |
| #1   | MTN     | Nike        | Cote d'Ivoire        | France            |
| #2   | Dangote | Coca-Cola   | South Africa         | China             |
| #3   | Jumia   | Samsung     | Nigeria              | Russia            |
| #4   | NSIA    | Nestle      | Morocco              | USA               |
| #5   | Ecobank | Orange      | Burkina Faso         | Canada            |
| Generations  |         |             |                      |                   |
| #  | Gen Z   | Millennials | Gen X                | Baby Boomers      |
| #1   | Nike    | Nike        | Adidas               | Solibra           |
| #2   | Adidas  | Adidas      | Samsung              | Toyota            |
| #3   | Gucci   | Samsung     | Lacoste              | Adidas            |
| #4   | Samsung | Yango       | Mercedes Benz        | Air Cote d'Ivoire |
| #5   | Apple   | Puma        | Nike                 | Apple             |

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#### Brand Africa

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa ([www.brand.africa](http://www.brand.africa)) established in 2010, is a non-profit brand-led movement to inspire a brand-led African renaissance. The *Brand Africa 100 | Africa's Best Brands*, has been the flagship initiative of Brand Africa since 2011. The rankings, announced annually on or around Africa Day, 25 May every year since 2011, are the most authoritative study on brands in Africa, covering 30 countries that 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 with in close collaboration with Africa's premier branding, strategic communications and intellectual property advisory firm, Brand Leadership. For more information on Brand Africa 100 | Africa's Best Brands visit <https://www.brand.africa/Home/FAQs>.