



15 YEARS

MEDIA RELEASE

www.brand.africa

FOR IMMEDIATE RELEASE

14 July 2025

2025 BRAND AFRICA 100 | NAMIBIA'S BEST BRANDS

MTC leads rankings and earns overall Grand Prix

- **Sam Shivute, One Economy Foundation, and Windhoek Lager honoured for excellence in Public Service, Non-Profit Impact and Homegrown and Heritage Brand Excellence**
 - **NBC, Bank Windhoek, and Windhoek Lager lead categories for brand excellence**
-
- 76% of Namibians believe Africa contributes to a better Africa, but only 17% believe in Namibian brands.
 - MTC and Shoprite/Checkers are the #1 most admired Namibian and non-Namibian brands doing good for society and the environment and the #1 most admired Namibian and non-Namibian brands contributing to a better Africa.
 - NBC and DStv are the most admired Namibian and non-Namibian media brands.
 - Bank Windhoek and FNB are the most admired Namibian and non-Namibian financial services brands.
 - Nike is the most admired brand across Gen Z, Millennials, and Gen X, while Samsung is the most admired brand among Baby Boomers.
 - Nike retains its #1 position as the most admired brand in Africa for the 8th consecutive year.

Windhoek, Namibia – 14 July 2025: Today, at the Hilton Hotel, Windhoek, Brand Africa in partnership with Paragon Group unveiled the results of *the 15th annual Brand Africa 100 | Namibia's Best Brands rankings*. The announcements were made by Brand Africa founder and Chairman, Thebe Ikalafeng and Lazarus Jacobs, co-founder of Paragon Group and Brand Africa Namibia national convenor.

Homegrown telecommunications brand, MTC, set the pace for made in Namibia brand excellence, ranking as the no. 1 most admired brand, and earning the inaugural Grand Prix award for excellence across multiple categories.

MTC is ranked Namibia's **#1 most admired brand, #1 in telecommunications, #1 Namibian brand doing good for society and the environment, #1 Namibian brand contributing to a better Africa** and **#1 African brand** (aided recall), in the independent survey of the most admired brands in Namibia. **Windhoek Lager** (Alcoholic Beverages), **Top Score** (Consumer, Non-Cyclical), **Woermann Brock** (Retail), **NBC** (Media), **Bank Windhoek** (banking) and **Bonlife** (Insurance) rounded the list of the **#1 Namibian brands**.

FNB, DStv, Old Mutual and **Shoprite Checkers** led the Non-Namibian brands rankings.

While **76% of Namibians** believe in Africa's potential, the 2025 the rankings reveal that only **17%** of the Top 100 most admired brands in Namibia are made-in-Namibia brands. This reflects the broader continental challenge in converting patriotic sentiment into brand loyalty, in which only 11%. However, 41% of the brands in Namibia are made in Africa, setting the pace for Africa as the highest share of African brands.

Across generations **Nike** emerges as the most admired brand among Gen Z, Millennials, and Gen X, while Samsung is the most admired brand among Baby Boomers

Windhoek Lager was awarded the **Special Recognition Award for Heritage and Homegrown Brand Excellence**, in recognition of a legacy of over 100 years as a world-class homegrown brand that has inspired Namibian entrepreneurship, championed 'Made in Namibia' excellence and enabled an enduring national pride.

In congratulating the winners, Hon Emma Theofelus, Namibia's Minister of Information and Communication Technology, who gave the keynote address, announced that Namibia has embarked on a nationwide consultative process to help shape the nation brand and to inspire the growth and emergence of Namibian brands that will help make the country more competitive and help attract investment. In recognising the top ranked brands in Namibia, she said: "I hope these brands will share their recipe stories so that we encourage a national culture of brand-building, brand-sharing and brand-inspiration."

"Namibia demonstrate that it has the capacity to build and sustain world-class brands that reflect the country's values, culture, and aspirations. But while it's encouraging that 76% of Namibians believe in Africa's potential, the fact that only 17% of the most admired brands are homegrown highlights the urgent need to turn national pride into brand support" says Thebe Ikalafeng, Founder and Chairman of Brand Africa.

Africa Brand Leadership Excellence Awards

In recognition of the extraordinary leadership contributions to building Africa's image, driving growth, and shaping its brand narrative, Brand Africa recognised Sam Shivute and One Economy Foundation.

- **Award for Distinguished Leadership in the Public Sector – Sam Shivute,**
In recognition of transformational leadership in the public service, driving institutional excellence and his commitment to nation-building
- **Award for Distinguished Leadership in the Non-Profit Sector – One Economy Foundation,**
In recognition of exemplary citizenship and championing dignity driven solutions that expand opportunity and transform lives across Namibia.

Since its inception in 2011, the **Brand Africa 100: Africa's Best Brands** has grown to become the most comprehensive barometer of consumer brand preference in Africa, covering 31 countries representing over 85% of the continent's population and GDP; research-based rankings conducted by independent and globally respected research partners including **GeoPoll** and **Kantar**, supported by regional partners; and brand-neutral methodology with no commercial influence ensuring trusted and credible results.

- 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 and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the Namibia event and results, email Nelson Thindhimbo at Nelson@tbwa.com.na

Ends

Brand Africa 100 | Namibia's Best Brands

Most Admired Brands - Top Categories

Most Admired Alcoholic Beverages		
#1	Windhoek Lager	
#2	Tafel Lager	
#3	Namibia Breweries	
Most Admired Consumer, Non-Cyclical		
#1	Top Score	
#2	Pasta Polana	
#3	Namib Mills	
Most Admired Retail Brand		
#	Namibian	Non-Namibian
#1	Top Score	Shoprite/Checkers
#2	Model	Spar
#3	Highway Mini Market	Choppies

Most Admired Media Brand		
#	Namibian	Non-Namibian
#1	NBC	DStv
#2	The Namibian	SuperSport
#3	Fresh FM	KykNET

Most Admired Banking Brand		
#	Namibian	Non-Namibian
#1	Bank Windhoek	FNB
#2	NamPost	Standard Bank
#3	Capricorn Group	Nedbank

Most Admired Insurance Brand		
#	Namibian	Non-Namibian
#1	Bonlife	Old Mutual
#2	National Insurance Brokers	Sanlam
#3	Phoenix Namibia Assurance	Metropolitan

Most Admired Telecommunications Brand		
#1	MTC	
#2	Telecoms Namibia	
#3	TN Mobile	

Most Admired Brands - Cross Categories

Most Admired African Brands		
#	Namibian (Spontaneous Recall)	Non-Namibian (Spontaneous Recall)
#1	Top Score	Redbat
#2	MTC	Shoprite/Checkers
#3	Windhoek Lager	Pep

#	Namibian (Aided Recall)	Non-Namibian (Aided Recall)
#1	MTC	Nandos
#2	Shilongo Leather	DStv
#3	Windhoek Lager	MTN

Most Admired Brand Doing Good for Society and the Environment		
#	Namibian	Non-Namibian
#1	MTC	Shoprite/Checkers
#2	Namib Mills	Old Mutual
#3	Rössing Uranium Limited	FNB

Most Admired Brand Contributing to a Better Africa		
#	Namibian	
#1	MTC	

#2	Shoprite/Checkers
#3	DStv
#4	MTN
#5	Vodacom

Grand Prix Awards				
Grand Prix - Most Admired Namibian Brand				
#1	MTC			
Special Recognition Award for Heritage and Homegrown Brand Excellence				
#1	Windhoek Lager			
Distinguished Leadership Award - Africa Brand Leadership Excellence				
#1	Public Sector		Sam Shivute	
#2	Non-Profit Sector		One Economy Foundation	
Most Admired G20 and BRICS+ Brands				
#	G20		BRICS+	
#1	Nike		Redbat	
#2	Adidas		Shoprite/Checkers	
#3	Puma		Pep	
Most Admired by Generations				
#	Gen Z	Millennials	Gen X	Baby Boomers
#1	Nike	Nike	Nike	Samsung
#2	Adidas	Adidas	Coca-Cola	Nike
#3	Apple	Puma	Puma	Toyota
#4	Puma	Coca-Cola	Toyota	KFC
#5	Mercedes-Benz	BMW	Apple	Puma

For Media Inquiries Contact:

Namibia	General
Nelson Thindhimbo, Paragon Namibia Email: Nelson@tbwa.com.na WhatsApp/Tel: +264 81 809 0700	Lebogang Serapelwane, Brand Leadership PR Email: lebogang@brand.africa Whatsapp/Tel: +27 (0) 73 063 4607

Brand Africa

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa (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>.