



PRESS RELEASE

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**Safaricom is the most admired brand in Kenya.
While 56% of Kenyans believe in Africa, but only 26% are loyal to African brands**

- **Safaricom/Mpesa is the #1 most admired brand in Kenya.**
- **Equity Bank is the most admired financial services brand in Kenya.**
- **Citizen TV is the #1 most admired media brand.**
- **Kenyans rank Kenya as the #1 country contributing to a better Africa**
- **Safaricom/Mpesa (Kenyan brand), Coca Cola (non-Kenyan brand) and Unicef (Non-Profit brand) are the most admired brands for doing good for society, environment and people.**
- **Abbas Gullet (Boma PanAfrican), Abdi Mohamed (ABSA), Gina Din Kariuki (GDG), ABSA and NBA Africa recognized for Brand Excellence.**

Nairobi, Kenya – 3 September 2024: Today at the Capital Club, Brand Africa in partnership with Gina Din Group announced Safaricom the Kenyan telecommunications brand as the number 1 overall brand in Kenya and the number 1 Kenyan brand in their 14th annual Brand Africa 100 | Africa's Best Brands research and rankings of the most admired brands in Africa.

The study revealed that while 56% of Kenyans believe in Africa, only 26% of their most admired brands are made in Africa – with Kenya accounting for 23% of the Top 100 brands.

Safaricom/Mpesa dominates the rankings as the #1 brand overall, and #1 Kenyan brand, #1 Telecommunications brand, and #1 brand Doing Good for Society, People and Environment. Coca Cola is the no. 1 ranked non-African brand in Kenya.

Among the Kenyan category leaders, Citizen is #1 media brand, Equity Bank as the #1 financial services brand, Tusker is the #1 non-alcoholic brand and Ketepa Tea as the #1 consumer non-cyclical brand, Naivas as the #1 retail brand, Softcare as the #1 personal care brand, Denri is the #1 apparel brand, and Rantoms is the #1 electronic/computer brand.

Coca Cola (non-alcoholic beverages), Samsung (electronics/computers), Nike (sports and fitness), Toyota (auto manufacturers), Gucci (luxury), Blue Band (consumer, non-cyclical), Google (technology), Nivea (personal care) and DSTV (media) are the #1 non-Kenyan category leaders.

The Top 100 most admired brands in Kenya rankings are led by European brands accounting for 30%, African brands at 26%, North America at 22% and Asia at 20% and Oceania at 2%.

In a new category to determine the most admired country that contributes to a better Africa, Kenyans ranked Kenya as the #1 country. South Africa, USA, Rwanda and Tanzania make up the rest of the Top 5.

Safaricom/Mpesa (Kenyan brand), Coca Cola (non-Kenyan brand) and Unicef (Non-Profit brand) are ranked the most admired brands for doing good for society, environment and people.

“Kenya is one of the continent’s leading nation brands,” says Thebe Ikalafeng, Brand Africa chairman and founder. “The results of the rankings demonstrate the diversity and complexity of the Kenyan market – and the strength of the local brands which drive its economy and identity.”

“Celebrating leading brands such as Kenyan giants, Safaricom, Equity and Tusker, is important because they are not only shaping the country and ultimately the continent’s identity and driving its prosperity; but are redefining its global narrative and stature,” says Gina Din, Founder and Chairman of Gina Din Group. “Brand Africa’s latest research across 31 countries underscores the unstoppable momentum of a brand-led renaissance that truly reflects the continent’s limitless potential.”

In applauding the initiative and congratulating the laureates, Ambassador Peter Madens, said in his opening remarks, “African brands are essential for their economic impact and in contributing to Africa’s emergence as a global powerhouse—self-reliant, competitive, and respected on the world stage.”

In recognising that behind every great brand, business and nation are inspired leaders and ideas, over and above the most admired brands, Brand Africa recognized the most outstanding leaders behind the leading businesses and brands. Abdi Mohamed, who has been for ABSA and its predecessor, Barclays, for more than 30 years, led its re-brand from Barclays to ABSA and built it into a respected local brand, was awarded the Africa Brand Leadership Award for Business; Gina Din Kariuki, the pan-African doyenne of communications and founder of GDG Group, who over the past 30 years has championed patriotic initiatives such as the Kenya for Kenyans Initiative which raised \$10m toward drought relief, Amani Peace Initiative, Habitat for Humanity and has chaired many non-profit initiatives such as Boma International Hospitality College, was awarded the Africa Brand Leadership Award for Good Citizenship; Dr. Abbas Gullet, who has selflessly dedicated his entire career to making the Red Cross the most self-sustainable in Africa and built the Boma PanAfrican group that owns the Boma International Hospitality College and Emergency Plus ambulance services, was awarded the Africa Brand Leadership Award for Non-Profit; the NBA Africa, which has invested millions of dollars in developing African youth, awarded the Africa Brand Leadership Award for Empowering Leaders of Tomorrow, and ABSA recognized for global local brand excellence.

In his closing remarks, Kiprono Kittony, the chairperson of the NSE, said, “The brands celebrated today represent some of the most respected and valuable businesses in Kenya. As a custodian of the value for businesses, many of the brands that are not already listed already on our bourse,

are among the most trusted businesses and the leaders we want to attract to the NSE to create sustainable shareholder value.”

Recognising that brands are a vector of a nation or organisation’s identity, reputation, and competitiveness, every year since 2011, Brand Africa, through its independent research partners Kantar GeoPoll across Sub-Saharan Africa, Integrate in North Africa, and Analysis in the East African Islands, conducts research in over 30 markets, which account for as much as 85% of the continent’s GDP and population. As a non-profit initiative and to ensure the objectivity and independence of the rankings, the research is independently funded by Brand Africa, and no brands pay to feature in the rankings. The results are published every year in the June special edition of African Business, the continent’s foremost business magazine since 1966.

1.	Most Admired Consumer, Non-cyclical Brands			
	#	Kenyan	#	Non-Kenyan
	1.1	Ketepa Tea	1.1	Blue Band (UK)
	1.2	Bidco Kenya	1.2	Omo (UK)
	1.3	Brookside Milk	1.3	Pampers (USA)
2.	Most Admired Retail Brands			
	#	Overall Admired Brands		
	2.1	Naivas (Kenya)		
	2.2	Kilimall (Kenya)		
	2.3	Sarit (Kenya)		
3.	Most Admired Personal Care Brands			
	#	Overall Admired Brands		
	3.1	Nivea (Germany)		
	3.2	SoftCare (Kenya)		
	3.3	Nice and Lovely (Kenya)		
4.	Most Admired Alcoholic Beverages Brands			
	#	Kenyan	#	Non-Kenyan
	4.1	Tusker	4.1	Guinness (UK)
	4.2	EABL	4.2	Johnnie Walker (UK)
	4.3	Kenya Breweries	4.3	Heineken (Netherlands)
5.	Most Admired Non-Alcoholic Beverages Brands			
	#	Overall Admired Brands		
	5.1	Coca-Cola (USA)		
	5.2	Fanta (USA)		
	5.3	Dasani (USA)		
6.	Most Admired Telecommunications Brands			
	#	Overall Admired Brands		
	6.1	Safaricom/Mpesa (Kenya)		
	6.2	Telkom (Kenya)		
	6.3	Faiba (Kenya)		
7.	Most Admired Electronics/Computers Brands			

	#	Overall Admired Brands				
	7.1	Samsung (South Korea)				
	7.2	Apple (USA)				
	7.3	Tecno (China)				
8. Most Admired Auto-Manufacturers Brands						
	#	Overall Admired Brands				
	8.1	Toyota (Japan)				
	8.2	Honda (Japan)				
	8.3	Mercedes Benz (Germany)				
9. Most Admired Sports and Fitness Brands						
	#	Overall Admired Brands				
	9.1	Nike (USA)				
	9.2	Adidas (Germany)				
	9.3	Puma (Germany)				
10. Most Admired Technology Brands						
	#	Overall Admired Brands				
	10.1	Google (USA)				
	10.2	Microsoft (USA)				
	10.3	Jumia (Nigeria)				
11. Most Admired Financial Services Brands						
	#	Kenyan				
	11.1	Equity Bank				
	11.2	KCB				
	11.3	Cooperative Bank				
12. Most Admired Media Brands						
	#	Kenyan	#	Non-Kenyan		
	12.1	Citizen TV	12.1	DStv (South Africa)		
	12.2	Royal Media	12.2	CNN (USA)		
	12.3	Nation Media/ NTV	12.3	BBC (UK)		
13. Most Admired Doing Good for Society, Environment and People						
	#	Kenyan	#	Non-Kenyan	#	NGO
	13.1	Safaricom/Mpesa	13.1	Coca-Cola (USA)	13.1	UNICEF/United Nations
	13.2	Equity Bank	13.2	Samsung (South Korea)	13.2	Croix rouge/Red Cross
	13.3	NEMA	13.3	Nike (USA)	13.3	USAID
	13.4	KCB	13.4	Unilever (UK)	13.4	WHO/OMS
	13.5	Mombasa Cement	13.5	Colgate (USA)	13.5	Green World
14. Most Admired African Brands						
	#	Kenya (Spontaneous Recall)	#	Kenya (Aided Recall)		
	14.1	Safaricom/Mpesa	14.1	Safaricom/Mpesa (Kenya)		

	14.2	Tusker	14.2	DStv (South Africa)
	14.3	Equity Bank	14.3	Tusker (Kenya)
15. Country Contributing to a Better Africa				
	#		#	
	15.1	Kenya	15.6	Nigeria
	15.2	South Africa	15.7	China
	15.3	USA	15.8	UK
	15.4	Rwanda	15.9	Egypt
	15.5	Tanzania	15.10	Canada
16. Overall Admired Brands in Kenya				
	#	Overall Admired Brands		
	16.1	Safaricom/Mpesa (Kenya)		
	16.2	Coca-Cola (USA)		
	16.3	Samsung (South Korea)		
17. Overall Most Admired Kenyan Brands				
	#	Kenyan Brands		
	17.1	Safaricom/Mpesa		
	17.2	Tusker		
	17.3	Equity Bank		

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Brand Africa 100: Africa's Best Brands

Recognising that brands drive the growth, reputation and competitiveness of nations, Brand Africa (www.brand.africa) was established in 2010 as 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>.