



# PRESS RELEASE

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## **FOR IMMEDIATE RELEASE**

### **2025 BRAND AFRICA 100 | SOUTH AFRICA'S BEST BRANDS**

**13 June 2025**

**New Generation brands GalxBoy, Maxhosa and Bathu disrupt the branding landscape.**

**MTN, Woolworths and Shoprite Checkers scoop Grand Prix**

**ABSA CMO, Sydney Mbhele honoured with Distinguished Leadership Award.**

- Sydney Mbhele was celebrated with the Africa Brand Leadership Excellence Award for his bold, strategic leadership in shaping iconic African brands and championing the power of African storytelling
- 68% of South Africans believe Africa contributes to a better Africa, but only 32% believe in South African brands.
- 96% of the brands are from the G20 countries, 36% from BRICS+ countries of origin, and 32% are from Africa.
- South Africa leads as the #1 most admired country contributing to a better Africa.
- SABC and Netflix are the most admired South African and non-South African media brands.
- FNB leads as the most admired bank and financial services brand, while Old Mutual ranks #1 most admired insurance brand.
- MTN is the #1 most admired brand, contributing to a better Africa and doing good for society and the environment.
- Nike is #1 brand among Gen Z, Millennials, and Gen X, while Adidas ranks #1 brand amongst Baby Boomers.

- Nike retains its #1 spot as the most admired brand overall in Africa for the 8th consecutive year.

**Johannesburg, South Africa – 13 June 2025:** *Johannesburg, 13 June 2025* \_ Today, Brand Africa, in partnership with Business Day and Brand South Africa, hosted at the JSE, unveiled the results of the 15th annual **Brand Africa 100 | South Africa's Best Brands** rankings. The announcement was made by Brand Africa Founder and Chairman, **Thebe Ikalafeng**, alongside Brand South Africa CEO, **Neville Malatji**, and Deputy Minister in the Presidency, **Ntate Kenneth Morolong**.

Despite the continued dominance of global brands such as Nike, Africa's most admired brand for the 8th consecutive year - South Africa's **GALXBOY** and **Maxhosa** emerged as the most admired African brands in South Africa. They join **Bathu**, recognised as Africa's most admired apparel brand in the continental rankings.

The evening also honoured **Sydney Mbhele**, Group Chief Marketing and Corporate Affairs Officer at **Absa**, with an *Africa Brand Leadership Excellence Award* for Distinguished Leadership in Building Great African Brands. Mbhele was recognised for his leadership in expanding multiple South African brands across the continent, building high-performing teams, and mentoring a generation of celebrated CMOs. Under his leadership, Absa transitioned from Barclays Africa into a bold, proudly African brand. He has consistently championed African storytelling, cultural authenticity, and home-grown solutions—driving sustainable, purpose-led growth across his career.

## Grand Prix Awards – Brand Excellence and Impact

- **MTN** was awarded the *Grand Prix: Most Admired African Brand* for its unwavering, purpose-led leadership. Ranked #1 among African brands contributing to a better Africa, MTN excels in sustainability, social impact, digital inclusion, and environmental stewardship standing as a trusted force driving continent-wide transformation.
- **Woolworths** received the *Grand Prix: Most Admired South African Brand* for exceptional purpose-led excellence, a steadfast commitment to sustainability, social impact, and building a better Africa; demonstrated through consistent performance across multiple categories.
- **Shoprite/Checkers** was honoured with the *Grand Prix: Sustainability Award* for its purpose-led innovation and impact, job creation, digital transformation, and bold sustainability agenda aligned with Africa's development goals.

In its 50th year, **African Bank** received a *Special Recognition Award* for its pioneering role in financial inclusion and economic empowerment. Founded by NAFOCOC and visionary entrepreneurs **Sam Motsuenyane**, **Richard Maponya**, and **Epainette Mbeki**, the bank remains a beacon of home-grown innovation and enduring impact.

## South Africa's Brand Confidence & Consumer Preferences

While **68% of South Africans** express strong confidence in Africa's future, **only 32%** of the Top 100 most admired brands in South Africa are made in South Africa—though notably higher than the continental average of 11%.

Across generations, **Nike** leads as the most admired brand among Gen Z, Millennials, and Gen X, while **Adidas** is favoured by Baby Boomers.

“Although global brands continue to dominate South Africa and the continent, the rise of new-generation brands signals Africa’s creative potential,” said Thebe Ikalafeng. “The 32% representation of South African brands affirms South Africa’s leadership as a brand-led and creative nation.”

## About the Brand Africa 100 Rankings

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.

The full **2025 Brand Africa 100 | South Africa’s Best Brands** rankings will be published in a supplement in Business Day, South Africa’s leading business daily, on 17 June 2025.

- 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 South Africa event and results, email **Mahle Manganyi** at [info@brand.africa](mailto:info@brand.africa)

## Ends ##

## Brand Africa 100 | South Africa’s Best Brands

Top 100 Brands		
#	Overall (Top 100)	South African Brands (Top 100)
#1	Nike	GALXBOY
#2	Adidas	Bathu
#3	Puma	Woolworths
Most Admired African Brand		
#	Most Admired African Brand (Aided Recall)	Most Admired African Brand (Spontaneous Recall)
#1	MaXhosa	GALXBOY
#2	Bathu	Bathu
#3	GALXBOY	Woolworths
#4	Nando’s	MaXhosa
#5	MTN	Shoprite/ Checkers
Most Admired Media Brand		
#	African	Non-African

#1	SABC	Netflix		
#2	DStv	BBC		
#3	NCA	CNN		
Most Admired Financial Services Brand - Overall				
#	African	Non-African		
#1	FNB	American Express		
#2	Capitec Bank	Mastercard		
#3	Standard Bank	Chase Bank		
Most Admired Financial Services Brand – Banking and Insurance				
#	Banking	Insurance		
#1	FNB	Old Mutual		
#2	Capitec Bank	OUTsurance		
#3	Standard Bank	Sanlam		
Sustainable Brands – Doing Good for Society and the Environment				
#	African	Non-African	NGO	
#1	FNB	Nike	World Health Organization (WHO)	
#2	Woolworths	Unilever	Gift of the Givers Foundation	
#3	Shoprite/Checkers	Coca-Cola	United Nations/ UN AID	
#4	MTN	Johnson & Johnson	Greenpeace Africa	
#5	Clover	Adidas	Motsepe Foundation	
Most Admired G20 and BRICS+ Brands				
#	G20	BRICS+		
#1	Nike	GALXBOY		
#2	Adidas	Bathu		
#3	Puma	Woolworths		
Nation Brands				
Most Admired Brand Contributing to a Better Africa			Most Admired Country	
#	African	Non-African	African	Non-African
#1	MTN	Nike	South Africa	USA
#2	Shoprite/Checkers	Coca-Cola	Botswana	China
#3	MaXhosa	Adidas	Nigeria	UK
#4	FNB	Samsung	Kenya	Russia
#5	Woolworths	Gucci	Ghana	UAE
Generations				
#	Gen Z	Millennials	Gen X	Baby Boomers
#1	Nike	Nike	Nike	Adidas
#2	Adidas	Adidas	Adidas	Nike
#3	Puma	Puma	Puma	Samsung
#4	Gucci	Coca-Cola	Coca-Cola	Woolworths
#5	Coca-Cola	Samsung	Woolworths	Audi

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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 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>.