

MTN tops Brand Finance *Africa 200 2024* rankings

Brand Finance's [Africa 200 2024](#) shows MTN as the continent's most valuable brand, with Vodacom second and Standard Bank third.



Source: © News24 <https://www.news24.com/News24/> MTN is the continent's most valuable brand

Top 3 Africa 200 2024 brands

1. MTN

MTN's top ranking is an 18% decline in brand value to \$3.6bn. This valuation underscores MTN's robust market presence and sustained brand equity, bolstered by a significant user base and revenue growth in Nigeria, which is now its largest market after surpassing South Africa. MTN's extensive global footprint, now spanning over 21 markets, highlights the advantages and challenges of operating in diverse environments.

According to Brand Finance, while international expansion enhances visibility and financial performance, it introduces complexities that can impact brand strength, including navigating varying regulatory landscapes and cultural nuances. Despite these challenges, MTN's resilience and strategic brand management have earned it an AAA rating with a brand strength index of 88 out of 100.

This success is attributed to MTN's exceptional customer service, effective advertising, loyalty programs, and overall reputation management, reinforcing its status as a leader in the global telecommunications industry.

2. Vodacom

Vodacom has solidified its position as Africa's second most valuable brand with a valuation of \$2.3bn. Despite a 2% decline in USD terms, the brand's value increased in rands. Vodacom's affiliation with its majority shareholder, UK-based Vodafone, positively impacts its brand equity, creating a halo effect that enhances recognisability and trust among expatriates and tourists.

3. Standard Bank

Standard Bank has achieved a 12% increase in brand value, reaching \$2.0bn, securing its place as Africa's third most valuable brand. This growth is driven by the bank's strong market presence and strategic initiatives enhancing brand equity and customer engagement.



BRANDING

Africa's most valuable brands demonstrate resilience and growth as MTN remains dominant

1 Jun 2023

Nando's in Top 5

Nando's has entered the Brand Finance Africa 200 rankings, valued at \$1.5bn, placing it as the fourth most valuable African brand. Celebrated for its African heritage and culinary innovation.

Nando's has expanded globally, with significant revenue contributions from the UK and Australia. The brand's resilience and adaptability, demonstrated by its recovery from the Covid-19 pandemic, underscore its strong market position.



BRANDING

MTN maintains top position in *Brand Finance South Africa 100* report as Vodacom narrows the gap

9 Apr 2024

Equity Bank

Equity Bank has maintained its brand value at \$450m despite economic challenges. Its strong revenue-generating capability and strategic financial management have earned it an elite AAA+ rating.

With a brand strength index score of 93, Equity Bank's high customer familiarity, consideration, and recommendation reflect its exceptional brand performance and loyalty.

Fastest-Growing African brands

Egyptalum's brand value nearly doubled to \$33m, making it the fastest-growing brand in Africa. Strong financial forecasts and strategic initiatives, including a return to gold production in Sudan and expansion plans in Senegal and Morocco, drive this growth.

Similarly, Egypt's Misr Fertilizers Production Co has almost doubled its brand value to \$24.9m, driven by significant revenue increases and effective market strategies.



BRANDING

Nearly one-third of brands launched in 2022 discontinued by 2023

10 May 2024

Sustainability Leaders

Brand Finance's Sustainability Perceptions Index highlights leading brands committed to ESG issues. Notable mentions include the National Bank of Egypt, M-Pesa in Kenya, and Checkers in South Africa recognised for their environmental, social, and governance efforts. These brands exemplify a commitment to sustainability, enhancing their brand value and consumer trust.

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