

Rebrand Africa releases its top country brands

A new report by the organisation Rebrand Africa has ranked the continent's most "impactful country brands", using a soft-power framework that looks at how nations shape their global image.



Source: www.unsplash.com

Desk research

Titled *Shaping Global Perceptions: Africa's Most Impactful Country Brands in 2025*, the report positions country branding as a strategic tool, arguing that global perception increasingly influences tourism, investment and diplomacy.

However, the ranking is not based on public opinion polling or large-scale quantitative data. Instead, the study describes itself as a "rigorous editorial analysis" conducted by the Rebrand Africa editorial committee drawing on desk research and monitoring of open sources throughout 2025.



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According to the report, researchers analysed observable events and activities including major cultural and sporting events, tourism and investment campaigns, diplomatic initiatives, media coverage, and the global visibility of artists, athletes and entrepreneurs associated with each country.

Nine pillars

Countries were then assessed using a nine-pillar evaluation framework, with scores from one to ten assigned across categories such as:

- the strength of a country's brand identity and narrative
- strategic communication and international campaigns

- the hosting of flagship global events
- cultural and creative influence
- international media visibility
- diplomatic reach and visa openness
- global recognition of national figures
- governance credibility
- economic attractiveness and investment appeal

The top 10 countries are:

1. Morocco
2. Egypt
3. South Africa
4. Nigeria
5. Benin
6. Rwanda
7. Ethiopia
8. Kenya
9. Ghana
10. Côte d'Ivoire

Read the full report [here](#).

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