



15 YEARS

MEDIA RELEASE

Communiqué de Presse

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07 September 2025

2025 BRAND AFRICA 100 | ALGERIA'S BEST BRANDS

Zara, Echorouk News, BNA Bank, SAA Insurance, Laboratoire Venus and El Mordjene are the most admired brands in Algeria

- 64% of Algerians believe African brands contribute to a better Africa, yet only 13% of the brands they admire are Algerian, and just 1% are from other African countries.
- Echorouk News and MBC Group are the most admired Algerian and non-Algerian media brands.
- BNA Bank and Société Générale are the most admired Algerian and non-Algerian financial services brands.
- Nike retains its #1 position as the most admired brand in Africa for the 8th consecutive year.

Algiers, Algeria – 07 September 2025: At the 2025 Intra-Africa Trade Fair (IATF) in Algiers, Thebe Ikalafeng, Founder and Chairman of Brand Africa, and Youssef Othmani, Founder and CEO of Gopinion, the national convenor of Brand Africa in Algeria, announced the results of the 15th annual Brand Africa 100 | Algeria's Best Brands rankings.

The survey revealed Hamoud Boualem, a heritage Algerian beverage brand, as the #1 most admired Algerian brand, followed by Condor and El Mordjene. In the non-Algerian category, Zara ranked #1, with Nike and Adidas completing the top three. Overall, Zara, Nike and Adidas are the Top 3 most admired brands in Algeria.

While 64% of Algerians express belief in Africa's potential, the 2025 rankings reveal that only 13% of the Top 100 most admired brands in Algeria are Algerian, and only 1% are from other

African countries. This highlights a key challenge across the continent: how to convert patriotic belief into tangible loyalty for African brands.

In the media category, Echorouk News, Ennahar TV, and Samira TV led among Algerian brands, while MBC Group, Instagram, and beIN Sports topped admiration among non-Algerian media brands.

In financial services, BNA Bank, Algérie Poste, and BADR led the banking sector, while SAA Insurance and CAAT Insurance topped the insurance category. Among non-Algerian brands, Société Générale, BNP Paribas, and Al Salam Bank were the most admired.

Algerians named Laboratoire Venus, Hamoud Boualem, and Sonatrach as the top Algerian brands doing good for society and the environment. Among international brands, Tesla, Decathlon, and Adidas stood out. For contributing to a better Africa, El Mordjene, Sonatrach, and Cevital led locally, while Fiat, Samsung, and Coca-Cola were recognised internationally.

Notably, Algeria was ranked the #1 African country perceived by Algerians to be contributing to a better Africa, ahead of Morocco and Tunisia. Among non-African countries, China, Russia, and France were most admired for their perceived contributions to the continent.

Overall, non-African brands continue to dominate admiration in Algeria, accounting for 86% of the Top 100. Algerian brands represent 13%, while only 1% originate from other African countries. Globally, 73% of admired brands are from G20 nations, with BRICS+ brands representing just 6%.

Congratulating the winning brands, Thebe Ikalafeng remarked, "Algeria stands as one of Africa's most important economies, rich in heritage and capacity. But like the rest of the continent, the challenge remains: How do we turn our strong belief in Algeria and in Africa into loyalty and support for African brands that reflect our identity and aspirations?"

Youssef Othmani, Founder and CEO of Gopinion, added, "These results confirm that Algerian brands like Hamoud Boualem and Sonatrach are not just market leaders; and are symbols of national pride. We must not only deepen their local impact, but also elevate them as ambassadors of Algerian excellence across the continent."

Since its inception in 2011, the Brand Africa 100: Africa's Best Brands has become the continent's most comprehensive barometer of consumer brand preference. It now covers 31 countries, representing over 85% of Africa's population and GDP. The rankings are independently conducted by globally respected research partners, including GeoPoll and Kantar, with regional input from partners such as GoPinion in Algeria. The robust research methodology, which is aligned with ISO 20252 governance, is completely brand-neutral and free from commercial influence.

For more information on the Brand Africa agenda, initiatives and Brand Africa 100: Africa's Best Brands Rankings, visit www.brand.africa and follow #BrandAfrica100 and #AfricasBestBrands.

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Brand Africa 100 | Algeria's Best Brands

Most Admired Brands - Top Categories

Most Admired Brand			
#	Overall		
1	Zara		
2	Nike		
3	Adidas		
4	Samsung		
5	Apple		
6	Bershka		
7	Mercedes-Benz		
8	BMW		
9	Christian Dior		
10	Puma		
Most Admired Brand			
#	Algerian	#	Non-Algerian
1	Hamoud Boualem (#18)	1	Zara (#1)
2	Condor (#23)	2	Nike (#2)
3	El Mordjene (#24)	3	Adidas (#3)
Most Admired Media Brand			
#	Overall		
1	Echorouk News		
2	Ennahar		
3	Samira TV		
4	MBC Group		
5	Instagram		
6	beIN SPORTS		
7	YouTube		
8	El Haddaf		
9	TF1		
10	Tiktok		
Most Admired Media Brand			
#	Algerian	#	Non-Algerian
1	Echorouk News (#1)	1	MBC Group (#4)
2	Ennahar TV (#2)	2	Instagram (#5)
3	Samira TV (#3)	3	beIN SPORTS (#6)
Most Admired Banking Brand			
#	Overall		
1	BNA Bank		
2	Societal de General(SGC)		
3	Algérie Poste		

4	BNP Paribas		
5	Al Salam Bank		
6	BADR		
7	AGB		
8	Al Baraka Bank		
9	CNEP		
10	BDL Banque de development		
Most Admired Banking Brand			
#	Algerian	#	Non-Algerian
1	BNA Bank (#1)	1	Societal de General (SGC) (#2)
2	Algérie Poste (#3)	2	BNP Paribas (#4)
3	BADR (#6)	3	Al Salam Bank (#5)
Most Admired Insurance Brand			
#	Overall		
1	SAA Insurance		
2	CAAT Compagnie Algérienne d'Assurance Transport		
3	Alliance Insurance		
4	Natixis		
5	Axa Insurance		
6	Ciar		
7	Cash Assurance		
8	Macir View		
9	Salama Assurances		
19	Tala assurances		
Most Admired Insurance Brand			
#	Algerian	#	Non-Algerian
1	SAA Insurance (#1)	1	Alliance Insurance (#3)
2	CAAT Compagnie Algérienne d'Assurance Transport (#2)	2	Natixis (#4)
3	Ciar (#6)	3	Axa Insurance (#5)
Most Admired Brand Doing Good for Society and the Environment			
#	Overall		
1	Tesla		
2	Laboratoire venus		
3	Decathlon		
4	Hamoud Boualem		
5	Sonatrach		
6	Adidas		
7	Apple		
8	Nike		
9	Zara		
10	Coca-Cola		

Most Admired Brand Doing Good for Society and the Environment			
#	Algerian	#	Non-Algerian
1	Laboratoire Venus (#2)	1	Tesla (#1)
2	Hamoud Boualem (#4)	2	Decathlon (#3)
3	Sonatrach (#5)	3	Adidas (#6)
Most Admired Algerian Brand Contributing to a Better Africa			
#	Overall		
1	El Mordjene		
2	Sonatrach		
3	Cevital		
4	Hamoud Boualem		
5	Laboratoire venus		
6	IRIS		
7	Bifa		
8	Palmary		
9	Yassir		
10	Soummam		
Most Admired Non-African Brand Contributing to a Better Africa			
#	Overall		
1	Fiat		
2	Samsung		
3	Coca-Cola		
4	Adidas		
5	Zara		
6	Apple		
7	Total Energies		
8	Google		
9	Nike		
10	LG		
Most Admired Country Contributing to a Better Africa			
#	Overall		
1	Algeria		
2	Morocco		
3	Tunisia		
4	Egypt		
5	China		
6	Tanzania		
7	Russia		
8	Ethiopia		
9	France		
10	Italy		

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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>.