



PRESS RELEASE

www.brand.africa

FOR IMMEDIATE RELEASE

2025 BRAND AFRICA 100 | BOTSWANA'S BEST BRANDS

10 June 2025

64% of Batswana believe in Africa, but only 25% are loyal to Made in Botswana brands, while BK Proctor takes the #1 spot in Botswana

- BK Proctor is the #1 most admired Botswana brand.
- 64% of Batswana believe Africa contributes to a better Africa, but only 25% believe in Botswana brands.
- 72% of the brands are from the G20 countries, 45% are from Africa, and 36% from BRICS+ countries of origin.
- Botswana leads as the #1 most admired country contributing to a better Africa.
- Duma FM and DStv are the most Botswana and non-Botswana media brands.
- Botswana Life Insurance and FNB are the most admired Botswana and non-Botswana financial services brands
- Choppies is the most admired brand for contributing to a better Africa and doing good for society and the environment.
- Nike is #1 brand amongst Gen Z, Millennials, and Gen X
- Nike retains its #1 spot as the most admired brand overall in Africa for the 8th consecutive year.

Gaborone, Botswana – 10 June 2025 – Today, Brand Africa, in partnership with Botswana Trade and Investment Center (BITC) and FootPrints Advertising, unveiled the results of the **15th Brand Africa 100 | Botswana's Best Brands** rankings at a gala event at Phakalane Golf Estate Hotel and Convention Centre.

In the midst of continued dominance of global brands such as Nike, the no. 1 most admired brand in Africa and Botswana for the 8th consecutive year, Botswana's BK Proctor leads the way for the most admired made in Botswana brand.

The rankings are an extract of the comprehensive pan-African consumer-led survey across 31 countries across all key economic regions, which account for over 85% of the continent's population and GDP, including Botswana; in 8 languages from Arabic to Swahili.

While 64% of Botswana express confidence in Africa, the 2025 rankings reveal a gap when it comes to local brand support with only 25% of the Top 100 most admired brands made-in-Botswana. This significant gap mirrors the broader trend across the continent, where 68% of Africans believe in Africa, but the share of the most admired African brands have declined to 11% of the Top 100 most admired brands globally.

Meanwhile, across generations, Nike, is the most admired brand for Generation Z, Millennials, and Generation X.

"It is inspiring to see how Botswana is setting the pace for the continent with respect to the share of most admired Africa brands to the non-African brands," said Thebe Ikalafeng, Founder and Chairman of Brand Africa. "It's a firm foundation for the growth of new generation local brands such as BK and All Kasi, which are the standard bearers for the continent."

What distinguishes the Brand Africa 100: Africa's Best Brands study is that since its inception in 2011 (1) it is grown to be the most comprehensive barometer of consumer brand preferences spanning 31 African countries which collectively account for more than 85% of the continent's population and GDP; (2) it is research-based rankings; (3) conducted by independent and globally respected research partners, including GeoPoll and Kantar, as the lead, supported by Integrate (Morocco), Gopinion (Algeria), Analysis (Mauritius) and Oxygen (Namibia), and (4) is brand-neutral because the study is unsponsored ensuring there is no commercial influence.

The 2025 Brand Africa 100 | Botswana's Best Brands will be widely covered by the leading Botswana Gazette.

- 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 and follow the results on #BrandAfrica100 and #AfricasBestBrands.
- For more information on the Botswana event and results, email Princess Mokgothu at marketing@footprints.co.bw

Ends

Brand Africa 100 | Africa's Best Brands | Botswana

Top 100 Brands				
#	Overall (Top 100)		Botswana Brands (Top 100)	
#1	Nike		BK Proctor	
#2	BK Proctor		All Kasi (AK)	
#3	Adidas		Glotto	
Most Admired African Brand				
#	Most Admired African Brand (Aided Recall)		Most Admired African Brand (Spontaneous Recall)	
	Botswana	African	Botswana	African
#1	All Kasi (AK)	DStv	BK Proctor	Bokomo
#2	BK Proctor	Amakipkip	All Kasi (AK)	Clover
#3	Glotto	Era DJ Zinhle	Glotto	Redbat
#4	Choppies	Maxhosa	Sefalana	Spar
#5	Berry Heart Creations	MTN	Dash Trends	Woolworths
Most Admired Media Brand				
#	African	Non-African	Botswana	
#1	DStv	Netflix	Duma FM	
#2	SABC	BBC	Botswana Television (BTV)	
#3	SuperSport	CNN	Yarona FM	
Most Admired Financial Services Brand				
#	African	Non-African	Botswana	
#1	FNB	Orange Money	Botswana Life Insurance	
#2	ABSA	Skrill	Letshego	
#3	Standard Bank	Visa	Botswana Savings Bank (SBS)	
Sustainable Brands – Doing Good for Society and the Environment				
#	African	Non-African	NGO	
#1	Choppies	Coca - Cola	World Health Organisation (WHO)	
#2	FNB	Orange	Red Cross	
#3	Debswana	Nike	United Nations/UN AID	
#4	ABSA	KFC	SOS Children’s Village	
#5	BK Proctor	Tesla	USAID	
Most Admired G20 and BRICS+ Brands				
#	G20		BRICS+	
#1	Nike		Huawei	
#2	Adidas		Bokomo	

#3	Puma			Clover	
Nation Brands					
Most Admired Brand Contributing to a Better Africa				Most Admired Country	
#	African	Non-African	Botswana	African	Non-African
#1	MTN	Nike	Choppies	Botswana	USA
#2	DStv	Coca-Cola	BK Proctor	South Africa	China
#3	FNB	Adidas	All Kasi (AK)	Rwanda	UK
#4	ABSA	Orange	Debswana	Nigeria	Russia
#5	First Bank of Nigeria	Samsung	Glotto	Tanzania	Canada
Generations					
#	Gen Z	Millennials		Gen X	
#1	Nike	Nike		Nike	
#2	BK Proctor	BK Proctor		All Kasi (AK)	
#3	Adidas	Adidas		Adidas	
#4	All Kasi (AK)	All Kasi (AK)		Orange	
#5	Puma	Puma		Samsung	

For Media Inquiries Contact:

Botswana	South Africa
Princess Mokgothu Footprints Advertising Email: marketing@footprints.co.bw WhatsApp/Tel: +267 73 506 045	Lebogang Serapelwana, Brand Leadership PR Email: lebogang@brand.africa WhatsApp/Tel: +27 (0) 73 063 4607

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 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>.