



15 YEARS

# MEDIA RELEASE

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## **FOR IMMEDIATE RELEASE**

**11 November 2025**

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

#### **INWI Crowned Morocco's Leading Brand, Taking Home the Prestigious Grand Prix at the 2025 Brand Africa Awards**

- 64% of Moroccans believe Africa contributes to a better Africa, but only 10% believe in Moroccan brands.
- INWI and Samsung are the #1 most admired Moroccan and non-Moroccan brands doing good for society and the environment.
- 2M Morocco and Al Jazeera are the most admired Moroccan and non-Moroccan media brands.
- CIH Bank and Société Générale are the most admired Moroccan and non-Moroccan financial services brands.
- Nike is the most admired brand across Gen Z, while Adidas leads among Millennials and Gen X. In the telecommunications category, Orange stands out as the most admired brand among Gen Z consumers.
- Nike retains its #1 position as the most admired brand in Africa for the 8th consecutive year

**Casablanca, Morocco – 11 November 2025:** Today, at Casablanca Hotel in Casablanca, Brand Africa, in partnership with Integrate, unveiled the results of the 15th annual Brand Africa 100 | Morocco's Best Brands rankings. The announcements were made by Thebe Ikalafeng, Founder and Chairman of Brand Africa, and Siham Malek, Partner at Integrate and Brand Africa Morocco national convenor. The adjudication of the Morocco edition was led by Professor Youssef Cheikhi, Chairperson of the Brand Africa Morocco Adjudication Committee, ensuring a transparent and credible process in line with Brand Africa's global standards.

Homegrown telecommunications brand INWI set the pace for made-in-Morocco brand excellence, ranking as the #1 most admired Moroccan brand, and earning the Grand Prix award for excellence.

INWI is ranked as Morocco's number one most admired brand overall, leading in telecommunications and as the top Moroccan brand doing good for society and the environment, while Maroc Telecom in telecommunications, Marwa in apparel, 2M Morocco in media, CIH Bank in banking and Saham Assurance in insurance complete the list of the country's top category leaders.

Among international brands, Adidas, Nike, and Samsung led the overall rankings, while Al Jazeera, Société Générale, and AXA topped admiration in their respective sectors.

While only 11% of Moroccans believe in Africa's potential, the 2025 rankings reveal that just 10% of the Top 100 most admired brands in Morocco are homegrown. This reflects the broader continental challenge in converting patriotic sentiment into brand loyalty.

Across generations, Nike emerges as the most admired brand among Gen Z, while Adidas leads among Millennials and Gen X.

OCP was awarded the Special Recognition Award for Heritage and Homegrown Brand Excellence, in recognition of its role as a global leader in phosphates and fertilisers, its commitment to innovation, and its contribution to Morocco's economic development and national pride.

In congratulating the winners, Thebe Ikalafeng said: "Morocco demonstrates that it has the heritage, creativity, and global leadership to build and sustain world-class brands. Yet, the challenge remains: how do we convert our strong pride in Morocco and Africa into consistent loyalty and support for African brands?"

Siham Malek, Partner at Integrate, added: "Brands such as INWI, Marwa, and OCP not only inspire national pride but also have the potential to champion Moroccan excellence across Africa and beyond."

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.

- 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 Morocco event and results, email Salma Abdellaoui at [salma.abdellaoui@k-integrate.com](mailto:salma.abdellaoui@k-integrate.com)

## Ends ##

## Brand Africa 100 | Morocco's Best Brands

Top 100 Brands			
#	Overall (Top 100)   dans l'ensemble (Top 100)	#	Moroccan Brands (Top 100)   Marques marocaines (Top 100)
1	Adidas	1	INWI
2	Nike	2	Maroc Telecom
3	Samsung	3	Marwa
Most Admired African Brand   La marque Africaine la plus admirée			
#	Most Admired African Brand (Aided Recall) Marque africaine la plus admirée (rappel assisté)	#	Most Admired African Brand (Spontaneous Recall) Marque africaine la plus admirée (Rappel spontané)
1	Maroc Télécom	1	INWI
2	INWI	2	Maroc Télécom
3	Marjane Maroc	3	Marwa
Most Admired Media Brand   La marque médiatique la plus admirée			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Al Jazeera	1	2M Morocco
2	MBC Group	2	Médi 1 tv
3	Al Arabiya	3	MFM Radio
Most Admired Financial Services Brand – Overall   Marque de services financiers la plus admirée - Globalement			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Axa Insurance	1	CIH Bank
2	Société Générale (SGC)	2	Banque Populaire
3	Crédit Agricole	3	Al Barid Bank
Most Admired Banking Brand   La marque bancaire la plus admirée			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Société Générale (SGC)	1	CIH Bank
2	Crédit Agricole	2	Banque Populaire
3	Visa	3	Al Barid Bank
Most Admired Insurance Brand   La marque d'assurance la plus admirée			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Axa Insurance	1	Saham Assurance/Sanlam

2	Lloyds's of London	2	Wafa Assurance		
3	April International	3	Atlanta Sanad Assurance Maroc		
Sustainable Brands – Doing Good for Society and the Environment   Marques durables – Faire du bien à la société et à l'environnement					
#	Non-Moroccan Non-Marocain	#	Moroccan   Marocaine	#	Non-profit   À but non lucratif
1	Samsung	1	INWI	1	FAO
2	Danone	2	Maroc Telecom	2	United Nations
3	Orange	3	Marjane	3	WHO
4	Coca-Cola	4	Sidi Ali	4	Association Solidarité Féminine
5	Nike	5	Afriquia	5	Oxfam Morocco
Most Admired G20 and BRICS+ Brands   Les marques les plus admirées du G20 et des BRICS+					
#	G20	#	BRICS+		
#1	Adidas	1	Huawei		
#2	Nike	2	OPPO		
#3	Samsung	3	Xiaomi		
Most Admired Brand Contributing to a Better Africa   La marque la plus admirée contribuant à une Afrique meilleure					
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine		
1	Coca-Cola	1	Maroc Telecom		
2	Samsung	2	INWI		
3	Adidas	3	Afriquia		
4	Apple	4	Marjane		
5	Chanel	5	Sidi Ali		
Most Admired Country   Pays le plus admiré					
#	Overall				
1	Morocco				
2	France				
3	USA				
4	Tunisia				
5	Niger				
Generations   Générations					
#	Gen Z	#	Millennials	#	Gen X
#1	Nike	1	Adidas	1	Adidas
#2	Samsung	2	Nike	2	Nike
#3	Zara	3	Samsung	3	Samsung
Most Admired Apparel Brand   La marque de vêtements la plus admirée					
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine		
1	Zara	1	Marwa		

2	Lacoste	2	LADRAA
3	H&M	3	Zineb Hazim
Most Admired Auto-Manufacturer Brand   Marque de constructeur automobile la plus admirée			
#	Overall		
1	Mercedes-Benz		
2	Dacia		
3	Audi		
Most Consumer Non-Cyclical Brand   La marque non cyclique la plus populaire auprès des consommateurs			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Danone	1	Sultan
2	Nestle	2	Jaouda
3	Lesieur	3	Aicha
Most Admired Electronics Brand   Marque d'électronique la plus admirée			
#	Overall		
1	Samsung		
2	Apple		
3	Huawei		
Most Admired Energy Brand   Marque d'énergie la plus admirée			
#	Overall		
1	Total Energies		
2	Shell		
3	Afriquia		
Most Admired Fast Food/ Restaurant Brand   La marque de restauration rapide/restaurant la plus admirée			
#	Overall		
1	McDonald's		
2	Burger King		
3	KFC		
Most Admired Luxury Brand   La marque de luxe la plus admirée			
#	Overall		
1	Chanel		
2	Gucci		
3	Christian Dior		
Most Admired Non-Alcoholic Beverages Brand   Marque de boissons non alcoolisées la plus admirée			
#	Non-Moroccan   Non-Marocain	#	Moroccan   Marocaine
1	Coca-Cola	1	Sidi Ali

2	Fanta	2	Aïn Saïss
3	Pepsi	3	Marrakech Jus
<b>Most Admired Personal Care Brand   La marque de soins personnels la plus admirée</b>			
#	Overall		
1	L'Oréal		
2	Oriflame		
3	KIKO		
<b>Most Admired Retail Brand   La marque de vente au détail la plus admirée</b>			
#	Overall		
1	Marjane		
2	DeFacto		
3	Carrefour		
<b>Most Admired Telecommunications Brand   La marque de télécommunications la plus admirée</b>			
#	Overall	#	Moroccan   Marocaine
1	Orange	1	INWI
2	INWI	2	Maroc Télécom
3	Maroc Télécom	3	
<b>Most Admired Gen Z Telecommunications Brand   La marque de télécommunications la plus admirée de la génération Z</b>			
#	Overall		
1	Orange		
2	INWI		
3	Maroc Télécom		
<b>Most Admired Regional Brand   Marque régionale la plus admirée</b>			
#	Overall		
1	Orange		

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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 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>.