



15 YEARS

# MEDIA RELEASE

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## **FOR IMMEDIATE RELEASE**

**29 October 2025**

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

#### **ZTV, CBZ Group, Nyaradzo Group, Chicken Inn, and Probrands are the most admired brands in Zimbabwe**

- 64% of Zimbabweans believe in Africa but only 31% believe in Zimbabwean brands.
- Econet and Old Mutual are the #1 most admired brands doing good for society and the environment.
- ZTV and DStv are the most admired media brands
- CBZ Group and Standard Bank/Stanbic are the most admired financial services brands.
- Nike retains its #1 position as the most admired brand in Africa for the 8th consecutive year

**Nyanga, Zimbabwe – 29 October 2025:** Today at Troutbeck Resort in Nyanga, Zimbabwe, Brand Africa, in partnership with Zim Independent, unveiled the results of the 15th annual Brand Africa 100 | Zimbabwe's Best Brands rankings. The announcements were made by Thebe Ikalafeng, Founder and Chairman of Brand Africa, and Trevor Ncube, Brand Africa Zimbabwe national convenor, as well as he chairperson of Alpha Media Holdings.

Zimbabwe's homegrown champions continue to lead across key sectors. ZTV tops the media rankings, CBZ Group leads in banking, Nyaradzo Group is the highest-ranked local insurance brand, Chicken Inn dominates in fast food, and Probrands secures the #1 position in consumer non-cyclical goods.

Reflecting Zimbabweans' expectations of brand purpose, Econet is recognised as the most admired Zimbabwean brand doing good for society and the environment, while Old Mutual

leads among non-Zimbabwean corporates; among NPOs, WHO, United Nations/UNAIDS, and USAID are most admired for their societal contribution

In the “Brands Contributing to a Better Africa” spotlight, Econet is the most admired Zimbabwean brand, with Delta and Mukuru following; across non-Zimbabwean brands, MTN, Ecobank, and Old Mutual lead. At a country level, South Africa ranks #1 for contributing to a better Africa, followed by the USA and Zimbabwe

While 64% of Zimbabweans believe in Africa, only 31% of the Top 100 most admired brands are homegrown Zimbabwean brands.

“Zimbabwe’s results show the dynamism of local champions like Econet, CBZ Group, Nyaradzo, Chicken Inn, and Probrands, alongside the magnetism of global icons,” said Thebe Ikalafeng, Founder and Chairman of Brand Africa. “The task ahead is to convert belief in Africa into everyday loyalty for African brands.”

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 Zimbabwe event and results, email Olga Muteiwa at [olga@heartandsoul.co.zw](mailto:olga@heartandsoul.co.zw)

## Ends ##

## Brand Africa 100 | Zimbabwe's Best Brands

Most Admired Brand			
#	Overall		
1	Nike		
2	Adidas		
3	Coca-Cola		
Most Admired Brand			
#	Zimbabwean	#	Non-Zimbabwean
1	Econet (#5)	1	Nike (#1)
2	Delta (#9)	2	Adidas (#2)
3	Probrands (#10)	3	Coca-Cola (#3)
Most Admired Media Brand			
#	Overall		
1	ZTV		
2	DStv		
3	Star FM		
Most Admired Media Brand			
#	Zimbabwean	#	Non-Zimbabwean
1	ZTV (#1)	1	DStv (#2)
2	Star FM (#3)	2	StarLife Africa (#4)
3	Radio Zimbabwe (#8)	3	SABC (#5)
Most Admired Banking Brand			
#	Overall		
1	CBZ Group		
2	Standard Bank		
3	ZB Bank		
Most Admired Banking Brand			
#	Zimbabwean	#	Non-Zimbabwean
1	CBZ Group (#1)	1	Standard Bank / Stanbic (#2)
2	ZB Bank (#3)	2	Ecobank (#5)
3	CABS (#4)	3	ABSA (#9)

Most Admired Insurance Brand						
#	Overall					
1	Old Mutual					
2	Nyaradzo Group					
3	Zimnat Insurance					
Most Admired Insurance Brand						
#	Zimbabwean			#	Non-Zimbabwean	
1	Nyaradzo Group	(#2)		1	Old Mutual	(#1)
2	Zimnat Insurance	(#3)		2	Minet	(#7)
3	Doves	(#4)		3	Assupol	(#8)
Most Admired Brand Doing Good for Society and the Environment						
#	Zimbabwean	#	Non-Zimbabwean	#	NPO	
1	Econet	1	Old Mutual	1	World Health Organization	
2	Nyaradzo Group	2	Samsung	2	United Nations / UNAID	
3	Delta	3	Avon	3	USAID	

Most Admired Zimbabwean Brand Contributing to a Better Africa					
#	Overall				
1	Econet				
2	Delta				
3	Mukuru				
Most Admired Non-Zimbabwean Brand Contributing to a Better Africa					
#	Overall				
1	MTN				
2	Ecobank				
3	Old Mutual				
Most Admired Country Contributing to a Better Africa					
#	Overall				
1	South Africa				
2	USA				
3	Zimbabwe				
4	China				
5	UK				
6	Nigeria				
7	Botswana				
8	Mozambique				
9	Rwanda				
10	UAE				
Most Admired Country Contributing to a Better Africa					
#	African		#	Non-African	
1	South Africa	(#1)	1	USA	(#2)
2	Zimbabwe	(#3)	2	China	(#4)
3	Nigeria	(#6)	3	UK	(#5)

4	Botswana (#7)	4	UAE (#10)
5	Mozambique (#8)	5	Russia (#12)

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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 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>.