

TOP 50 BRANDS NIGERIA 2022

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The Most Valuable Brand in Nigeria 2022



DANGOTE

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Most Valuable Multinational & Telecoms Brand



MTN

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Most Popular Brand



glo

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Most Popular Banking & Financial Services Brand



access

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Most Popular Telecoms Brand



airtel

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7 among the Top 10 are Nigerian Brands



7/10

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Banking & Financial Services Category had the Highest number of entries, 5 brands in the total



5/10

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4 brands among the Top 10 maintained their previous year's position



4/10

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9 of the top 10 were top 10 last year



9/10

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3 Of The 4 Leading Telecoms Brands In Nigeria Among The Top 10



3/10

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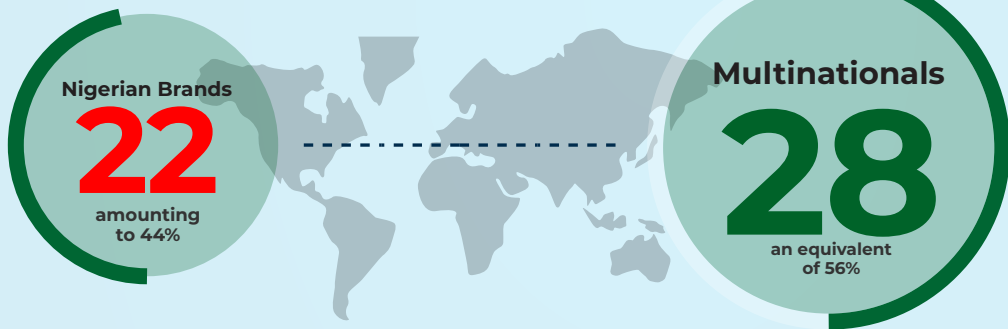
6 brands have Maintained Top 10 position for 7 years consecutively



6

Overall

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22%	16%	14%	12%	8%	6%	6%	4%	4%	4%	2%	2%
11 Brands	8 Brands	7 Brands	6 Brands	4 Brands	3 Brands	3 Brands	2 Brands	2 Brands	2 Brands	1 Brands	1 Brand
Access Bank	Dufil Prima Foods	Dangote Group	Cocacola	MTN	Oando Plc	AIICO Insurance	Multichoice	Julius Berger	Samsung	Olam	Toyota

15 brands maintained previous positions

Highest Gainer YoY

New Entrant

