

TOP BRANDS 2022

HIGHLIGHTS

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The Most Valuable Brand in Nigeria 2022



Dangote Industries Limited is a diversified and fully integrated conglomerate with vibrant operations in Nigeria and Africa, across a wide range of sectors including cement, sugar, salt, condiments, packaging, energy, port operations, fertilizer, and petrochemicals. Dangote which also triples as the Most Valuable Nigerian Brand and led the Conglomerates category has maintained the top position for 5 years consecutively. Dangote Group continues to grow its vision of becoming the leading provider of essential daily needs in Sub-Saharan Africa.

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Most Valuable Multinational & Telecoms Brand



One of Africa's largest communication services provider, MTN Nigeria, with over 79 million subscribers, amounting to 39.6% of total mobile subscribers in the country, is second Most Valuable Brand in Nigeria this year. MTN also topped the Telecom category as well as the Multinationals.

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Most Popular Brand



A Nigerian multinational telecom brand, Globacom, with over 56 million subscribers had the highest number of mentions during the Top of the Mind (TOM) survey, effectively achieving the Most Popular Brand title for the year.

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Most Popular Brand



Excitedly, another proudly Nigerian brand, the largest bank in Nigeria and Africa's leading bank by customer base, Access Bank rose to the fourth place this year, thereby achieving the Most valuable among the Banking and Financial Services brands in Nigeria.

5th - 10th are

airtel Another leading telecommunication brand in Nigeria.

Coca-Cola the Most Valuable among the Beverages Category

ZENITH The biggest bank in Nigeria by Capitalisation

GTCO One of the foremost financial institutions in Nigeria

FirstBank Oldest existing, yet dynamic financial institution in Nigeria

UBA An African global bank with over 20 million customers

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7 among top 10 are Nigeria Brand, an increase of 1 from 6 last year



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5 among top 10 are banks



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3 among the top 10 are telecoms.



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9 of the top 10 were top 10 last year



4/10 4 among top 10 maintained previous years position



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6 of top to have maintained top 10 for 7 years consecutively



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Highest Gainer Among Top 10 - Access Bank who Jumped 3 Places



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OVERALL

Nigerian Brands **22** amounting to 44%

Multinationals **28** an equivalent of 56%



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PZ Cussons emerged the Highest Gainer this year by moving up 10 places, from 38 last year to 28th position.



Rite Foods, a proudly Nigerian Brand emerged as a first entrant into the annual brand ranking this year.



15 brands maintained their 2021 position



15

