

KANTAR



'Superbrands in Nigeria'

Prepared by Kantar

For Superbrands Nigeria

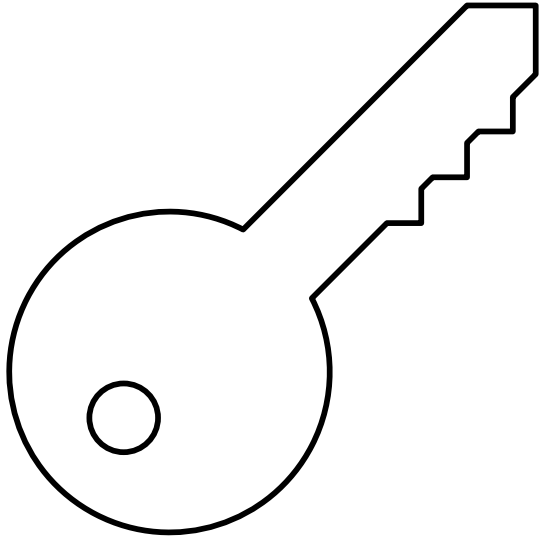
September 2021

Superbrands
NIGERIA

How we have sampled

- ✓ This Research was conducted using **Face-to-Face Computer Assisted Personnel Interviews (CAPI)** that is, with tablets to capture respondent response.
- ✓ The main question we asked respondents is:
 - We would like to ask you some questions about brands operating in Nigeria across various sectors/categories. From each sector/category, we will ask you to vote on those brands that deem to be "Superbrands". A "Superbrand" is a brand that has established the finest reputation in its category. It offers significant emotional and/or tangible advantages over competitors. We ask that you pay particular consideration to the following factors when voting:
 - **Quality:** Does the brand provide quality products and services?
 - **Reliability:** Can the brand be trusted to deliver consistently?
 - **Distinction:** Is it well known in the sector and suitably different from other brands?
 - Please look at the {#MENTION CATEGORY#} brands below and select ALL that those that you consider to be a Superbrands based on the factors outlined above. Please tick all that apply.
- ✓ Interviews were conducted in **Lagos, Ibadan, Port Harcourt, Onitsha, Enugu, Abuja, Kano and Kaduna** urban cities as agreed and approved by Superbrands Nigeria.
- ✓ Respondents interviewed: Male and Female; Age group: 18+
- ✓ Categories covered – 92 Categories
- ✓ Fieldwork was conducted from 19 – 27 August 2021.

Outlined are the key objectives



- ❖ Entire Market Performance
- ❖ Sectoral Performance
- ❖ Sectoral Ranking for the Top 5 brands
- ❖ Market Ranking for the Top 50 brand

Please note that:

- these objectives will be captured in an attached Excel file

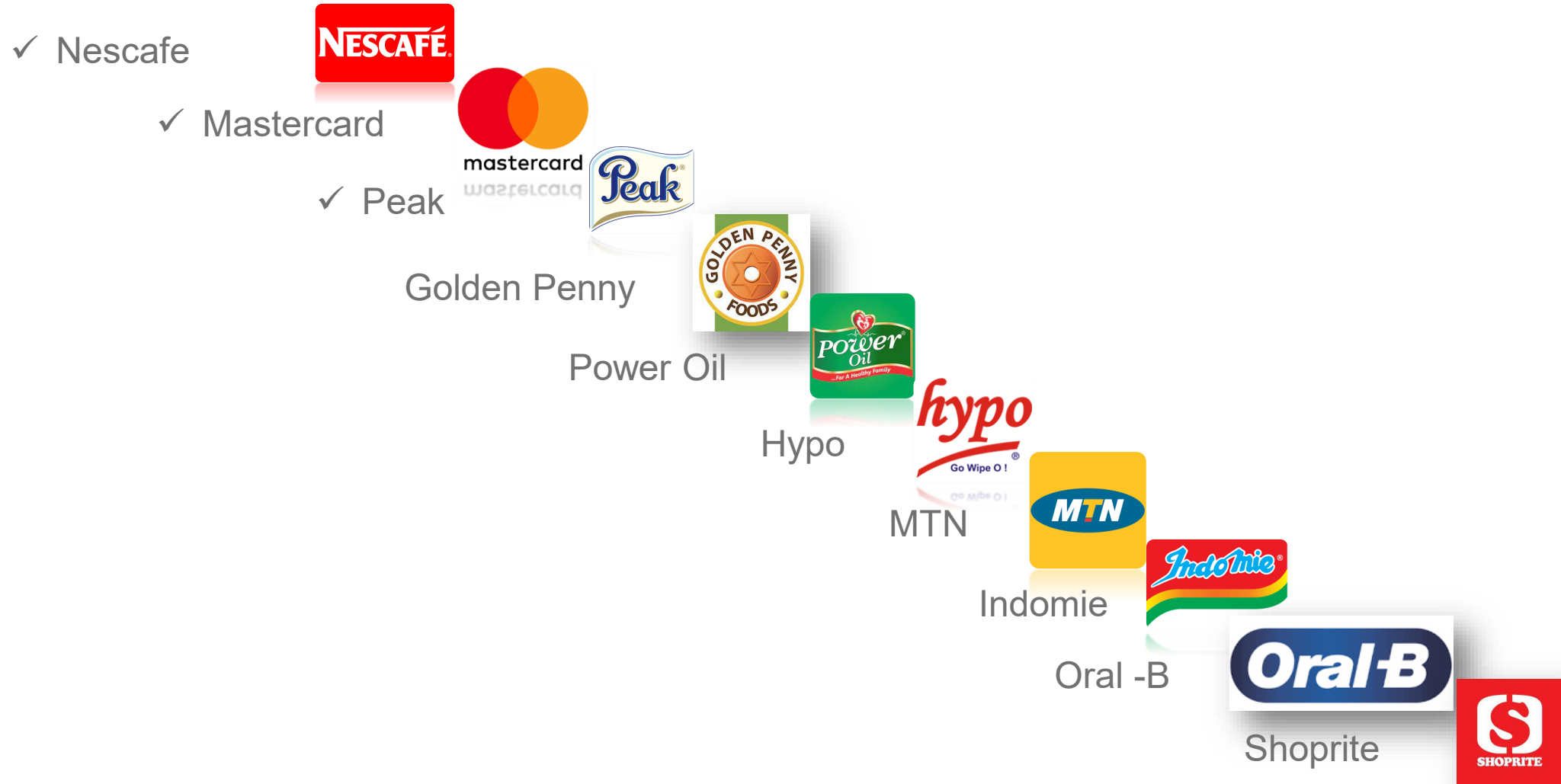
Findings

Ranking of Superbrands in Nigeria



In order of mentions, the top 10 brands in Nigeria are as follows:

Top 10 brands in Nigeria are:



Top 50 brands in the Nigerian Market



Ranking of top 50 brands in Nigeria

#1	Nescafe	#11	Lipton Yello Label Tea	#21	Gucci	#31	Chivita	#41	Panadol
#2	Mastercard	#12	Dangote	#22	Bet9ja	#32	NNPC	#42	Vaseline
#3	Peak	#13	Toyota	#23	GOTV	#33	Top Tea	#43	So-Kleen
#4	Golden Penny	#14	Hollandia	#24	LG	#34	Vitafoam	#44	Freshyo
#5	Power Oil	#15	Mr Chef	#25	Eva	#35	Rose (Belimpex)	#45	Wazobia FM
#6	Hypo	#16	DSTV	#26	Kings Oil	#36	GEEPEE	#46	Fan Ice
#7	MTN	#17	Maggi	#27	Opay	#37	BlueBand	#47	Close-Up
#8	Indomie	#18	Emzor	#28	Always	#38	National Agency for Food and Drug (NAFDAC)	#48	Dulux
#9	Oral-B	#19	Five Alive	#29	Coca-Cola	#39	Chicken Republic	#49	Sunlight
#10	Shoprite	#20	Samsung	#30	Sony	#40	Knorr	#50	Airtel

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“THANK YOU”

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