

SUPERBRANDS EAST AFRICA RESEARCH 2026: THE STRONGEST BRANDS IN KENYA, TANZANIA AND UGANDA

Superbrands East Africa undertakes independent consumer research in Kenya, Tanzania and Uganda to identify the strongest brands in each market, as scored by consumers themselves.

Adults in each country score the brands in their market. The highest-scoring brands in each category are considered for participation in the Superbrands Programme.

DEFINITION OF A SUPERBRAND

"A Superbrand has established the finest reputation in its field. It offers customers significant emotional and/or tangible advantages over its competitors, which customers want and recognise."

Consumers are asked to bear this definition in mind when scoring a brand.

TOP 10 CONSUMER SUPERBRANDS

Fieldwork in Kenya by Kantar, in Tanzania and Uganda by Ipsos • Page updated 29 September 2026

KENYA 2026

2,250 adults surveyed in 2026
Just over 1,900 brands • 110 categories

- 1 M-Pesa
- 2 Safaricom
- 3 Samsung
- 4 WhatsApp
- 5 Google
- 6 Naivas
- 7 Dettol
- 8 Bolt
- 9 Kenya Airways
- 10 YouTube

RESEARCH PARTNER: **KANTAR**

TANZANIA 2025

1,000 adults surveyed in 2025
Just over 1,100 brands • 70 categories

- 1 Colgate
- 2 Simba S.C.
- 3 Young Africans (Yanga FC)
- 4 NMB Bank
- 5 Pepsi
- 6 M-Pesa
- 7 Samsung
- 8 Airtel Money
- 9 Chai Bora
- 10 CRDB Bank

RESEARCH PARTNER: IPSOS



UGANDA 2026

1,000 adults surveyed in 2026
Just over 1,300 brands • 40 categories

- 1 Rwenzori Water
- 2 Airtel
- 3 MTN
- 4 MTN Mobile Money (MoMo)
- 5 Tororo Cement
- 6 Makerere University
- 7 Blue Band
- 8 Jik
- 9 White Star
- 10 Mulago National Referral Hospital

RESEARCH PARTNER: IPSOS



Search over 46,000 brand profiles →
Case studies from Superbrands publications worldwide



Superbrands research in other regions →
Consumer studies from the UK, Singapore, Türkiye, Nigeria and more

WHAT THE SUPERBRANDS SEAL MEANS TO CONSUMERS

Kenya · 2,250 adults surveyed by Kantar · August 2026



90.4%

recognise the Seal on sight



86.4%

are more likely to buy a
brand that carries it



84.1%

are more likely to trust a
brand that carries it



63.3%

would pay a higher price for
a brand that carries the Seal

BEYOND A FIRST PURCHASE

84.6% would recommend the brand's new products to friends and family

78.7% would switch to the brand from the one they use now

HOW SUPERBRANDS ARE SELECTED IN EAST AFRICA

The Superbrands surveys are long-running brand sentiment studies that identify the world's strongest brands. In order to provide a broad review of the market and ascertain the strongest brands in each category, all the key players in each sector are evaluated through the scoring process.



STEP 1

The brand lists are compiled

For each country, the initial brand lists are compiled using a range of relevant data sources, such as market share, share of voice and industry league tables, as well as existing data from our research partner.



STEP 2

Consumers are surveyed

Adults in each country score the brands in the Consumer Superbrands research. An even split of men and women are asked, with representation across all age groups, socio-economic classes and education attainment levels.



STEP 3

Each brand is scored from 0 to 10

Bearing in mind the definition of a Superbrand, each consumer gives a brand three separate scores out of 10, one for each of the criteria shown below.



STEP 4

The highest-scoring brands are considered

Superbrands considers the highest-scoring brands in each category for participation in the Superbrands Programme.

Member brands are able to use the Superbrands Seal upon participation.

THE THREE CRITERIA

Each brand receives three separate scores out of 10, one per criterion. The same three criteria apply in Kenya, Tanzania and Uganda.

Score 0 1 2 3 4 5 6 7 8 9 10



Quality

Does the brand provide quality products and services?



Reliability

Can the brand be trusted to deliver consistently?



Distinction

Is it well known in its sector and suitably different from its rivals?

ABOUT SUPERBRANDS

Superbrands is the world's largest independent arbiter of branding, and has been in operation since 1994 globally, expanding to East Africa in 2007. Superbrands identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands across the East Africa region.

Globally, Superbrands have published over 46,000 brand profiles for each region's most outstanding brands. The "Superbrands Award Seal" and "Superbrands Status" have grown to be recognised as a symbol of excellence.



Brands invited to participate in the Superbrands Programme are able to use the Superbrands Seal.