

MALAWI SUPERBRANDS 2025 – CATEGORY WINNERS	
BRAND	CATEGORY
Export Trading Group	Agriculture – Farm Inputs and Produce
Agora Ltd	Agriculture – Farm Inputs and Produce
Farmers’ World	Agriculture – Farm Inputs and Produce
BRAND	CATEGORY
SeedCo Malawi	Agriculture – Seed Production
Bayer Malawi	Agriculture – Seed Production
Global Seeds Malawi	Agriculture – Seed Production
BRAND	CATEGORY
Farmers Organisation Ltd	Agriculture – Agro-Chemicals
Marji Agro-Chemicals	Agriculture – Agro-Chemicals
Chemical Plus	Agriculture – Agro-Chemicals
BRAND	CATEGORY
Premierbet	Gambling
Betway	Gambling
Betpawa	Gambling
BRAND	CATEGORY
Shayona Cement	Construction Sector – Cement
Portland Cement	Construction Sector – Cement
BRAND	CATEGORY
Rainbow Paints	Construction Sector – Paints
Dulux Paints	Construction Sector – Paints
Plascon Paints	Construction Sector – Paints
BRAND	CATEGORY
Plem Construction	Construction Sector – Firms
DEC Construction	Construction Sector – Firms
Mota Engil	Construction Sector – Firms
BRAND	CATEGORY
Speed Courier	Courier Services
CTS Courier	Courier Services
DHL	Courier Services
BRAND	CATEGORY
University of Malawi	Universities – Public
Kamuzu University of Health Sciences	Universities – Public
Lilongwe University of Agriculture and Natural Resources	Universities – Public
BRAND	CATEGORY
The Catholic University of Malawi	Universities – Private
Unicaf	Universities – Private
Blantyre International University	Universities – Private
Pentecostal Life University	Universities – Private
Exploits University	Universities – Private
BRAND	CATEGORY
Victoria Forex Bureau	Financial Services – Money Bureaux

NBS Bank Forex Bureau	Financial Services – Money Bureaux
FDH Forex Bureau	Financial Services – Money Bureaux
BRAND	CATEGORY
National Bank	Financial Services – Banks
Standard Bank	Financial Services – Banks
FDH Bank	Financial Services – Banks
BRAND	CATEGORY
TNM Mpamba	Financial Services – Mobile Money Transfer Platforms
Airtel Money	Financial Services – Mobile Money Transfer Platforms
Mukuru Wallet	Financial Services – Mobile Money Transfer Platforms
BRAND	CATEGORY
FINCA Malawi	Financial Services – Micro Finance Institutions
Centenary Bank (Micro Finance)	Financial Services – Micro Finance Institutions
Pinnacle Financial Services	Financial Services – Micro Finance Institutions
BRAND	CATEGORY
Nico General Insurance	Insurance Sector – General Insurance
Reunion Insurance	Insurance Sector – General Insurance
Prime Insurance	Insurance Sector – General Insurance
BRAND	CATEGORY
Old Mutual	Insurance Sector – Life Insurance
Nico Life Insurance	Insurance Sector – Life Insurance
Vanguard Life Assurance	Insurance Sector – Life Insurance
BRAND	CATEGORY
Medical Aid Society of Malawi	Insurance Sector – Medical Insurance
MedHealth Malawi	Insurance Sector – Medical Insurance
Precious Medical International	Insurance Sector – Medical Insurance
BRAND	CATEGORY
Azam Soap (by Bakhressa Malawi)	FMCG – Personal Hygiene (Soaps)
U-fresh Soap (by Candlex)	FMCG – Personal Hygiene (Soaps)
Butex Soap (by Candlex)	FMCG – Personal Hygiene (Soaps)
BRAND	CATEGORY
Colgate	FMCG – Personal Hygiene (Toothpaste)
Close Up Toothpaste	FMCG – Personal Hygiene (Toothpaste)
BRAND	CATEGORY
Bodycare Lotion (by Candlex)	FMCG – Personal Hygiene (Lotions)
Purity Lotion	FMCG – Personal Hygiene (Lotions)
BRAND	CATEGORY
Malawi Gin	FMCG – Beverages (Alcoholic)– Distilled
Premier Brandy	FMCG – Beverages (Alcoholic)– Distilled
Cape Stars	FMCG – Beverages (Alcoholic)– Distilled
Ancient Gin	FMCG – Beverages (Alcoholic)– Distilled
BRAND	CATEGORY

Chibuku Shake-Shake	FMCG – Beverages (Alcoholic)– Sorghum
BRAND	CATEGORY
Kuche Kuche	FMCG – Beverages (Alcoholic)– Lagers
Castel Beer	FMCG – Beverages (Alcoholic)– Lagers
Carlsberg Beer	FMCG – Beverages (Alcoholic)– Lagers
BRAND	CATEGORY
Sobo Squash	FMCG – Beverages (Non-Alcoholic)– Cordials
Frooty Squash	FMCG – Beverages (Non-Alcoholic)– Cordials
Nyika Squash	FMCG – Beverages (Non-Alcoholic)– Cordials
BRAND	CATEGORY
Enjoy Juice (by Lilongwe Dairy)	FMCG – Beverages (Non-Alcoholic)– Juices
Embe Juice (by Bakhressa)	FMCG – Beverages (Non-Alcoholic)– Juices
Suncrest Juice (by Suncrest)	FMCG – Beverages (Non-Alcoholic)– Juices
BRAND	CATEGORY
Coca Cola	FMCG – Beverages (Non-Alcoholic)– Fizzy Drinks
Fanta	FMCG – Beverages (Non-Alcoholic)– Fizzy Drinks
Yonse Bho	FMCG – Beverages (Non-Alcoholic)– Fizzy Drinks
BRAND	CATEGORY
Kamba Puffs	FMCG – Confectionaries
Coconut Cookies	FMCG – Confectionaries
A1 Biscuits	FMCG – Confectionaries
BRAND	CATEGORY
First Choice Milk	FMCG – Dairy
Rab's Classic Instant Milk	FMCG – Dairy
Highlands UHT Milk (Suncrest)	FMCG – Dairy
BRAND	CATEGORY
Blue Band Margarine	FMCG – Spreads
Classic Peanut Butter	FMCG – Spreads
Prestige Margarine	FMCG – Spreads
BRAND	CATEGORY
Chombe Tea	FMCG – Hot Beverages
Mzuzu Coffee	FMCG – Hot Beverages
Satemwa Tea Estate	FMCG – Hot Beverages
BRAND	CATEGORY
Soyalite Cooking Oil	FMCG – Cooking Oils
Mulawe Cooking Oil	FMCG – Cooking Oils
Kukoma Cooking Oil	FMCG – Cooking Oils
BRAND	CATEGORY
Bakers Pride	FMCG – Bakeries
Laher Bakery	FMCG – Bakeries
Bread Talk	FMCG – Bakeries

BRAND	CATEGORY
Illovo Malawi	FMCG – Manufacturing Firms
Castel Malawi Ltd	FMCG – Manufacturing Firms
Bakhresa Malawi Ltd	FMCG – Manufacturing Firms
BRAND	CATEGORY
Blantyre Adventist Hospital	Private Health Sector – Hospitals and Clinics
Mwaiwathu Private Hospital	Private Health Sector – Hospitals and Clinics
Maranatha Natural Healing Ministries	Private Health Sector – Hospitals and Clinics
BRAND	CATEGORY
Mthunzi Funeral Services	Private Health Sector – Funeral Services
Goodwill Funeral Services	Private Health Sector – Funeral Services
Taprama Funeral Services	Private Health Sector – Funeral Services
BRAND	CATEGORY
Sunbird Hotels	Hospitality Sector
Amaryllis Hotel	Hospitality Sector
Protea Ryalls Hotel	Hospitality Sector
BRAND	CATEGORY
Globe Internet	Internet Service Providers
Malawi Telecommunications Ltd	Internet Service Providers
NITEL	Internet Service Providers
BRAND	CATEGORY
Ekhaya Meats	Meat Products
Ori Meat Products	Meat Products
Kapani Meat	Meat Products
BRAND	CATEGORY
Times Newspaper	Media Sector – Print
Nation Newspapers	Media Sector – Print
BRAND	CATEGORY
Times Radio	Media Sector – Radio
Zodiak Radio	Media Sector – Radio
Timveni Radio	Media Sector – Radio
BRAND	CATEGORY
Times Television	Media Sector – Television
Zodiak Television	Media Sector – Television
Mibawa Television	Media Sector – Television
BRAND	CATEGORY
CFAO Mobility	Motor Dealership
TATA Motors	Motor Dealership
Nissan Malawi	Motor Dealership
BRAND	CATEGORY
Blantyre Water Board	Parastatals
Electricity Supply Corporation of MW	Parastatals
Lilongwe Water Board	Parastatals
BRAND	CATEGORY
TOTAL Energies	Petroleum Sector
Puma Energy	Petroleum Sector

Petroda Malawi	Petroleum Sector
BRAND	CATEGORY
O.G. Plastics	Plastic Products
Arkay Plastics	Plastic Products
Polypack Ltd	Plastic Products
BRAND	CATEGORY
KIPS Restaurant	Restaurants and Fast Foods
Max & Sherry Dine and Lounge	Restaurants and Fast Foods
Galito's	Restaurants and Fast Foods
BRAND	CATEGORY
Sana Cash & Carry	Retail Sector – Supermarkets
ChipikuPlus	Retail Sector – Supermarkets
Ekhaya Farm Foods Shop	Retail Sector – Supermarkets
BRAND	CATEGORY
Deekay Suppliers Ltd	Retail Sector – Hardware Stores
Cash Build Ltd	Retail Sector – Hardware Stores
Creck Hardware Ltd	Retail Sector – Hardware Stores
BRAND	CATEGORY
GardaWorld Security	Security Firms
G4S	Security Firms
Jibs Security	Security Firms
BRAND	CATEGORY
Inflo Ltd	Renewable Energy
Zuwa Energy	Renewable Energy
Yellow Solar	Renewable Energy
BRAND	CATEGORY
FCB Nyasa Big Bullets FC	Football Teams
Mighty Wanderers FC	Football Teams
Silver Strikers FC	Football Teams
BRAND	CATEGORY
Nico Technologies	ICT
Alonda	ICT
Sparc Systems	ICT
BRAND	CATEGORY
Airtel Malawi Plc	Telecommunications
TNM Ltd	Telecommunications
Malawi Telecommunications Ltd	Telecommunications
BRAND	CATEGORY
JTI Malawi	Agriculture Sector – Tobacco
Limbe Leaf Tobacco	Agriculture Sector – Tobacco
Nyasa Manufacturing Company	Agriculture Sector – Tobacco
BRAND	CATEGORY
Diplomats Car Hire	Transport Sector – Car Hire
SS Rent-A-Car	Transport Sector – Car Hire
Avis Car Rental	Transport Sector – Car Hire

TOP 20 BRANDS

BRAND	CATEGORY
Illovo Malawi	FMCG – Manufacturing Firms
National Bank	Financial Services – Banks
TNM Mpamba	Financial Services – Mobile Money Transfer Platforms
Airtel Money	Financial Services – Mobile Money Transfer Platforms
Standard Bank	Financial Services – Banks
FDH Bank	Financial Services – Banks
TNM Ltd	Telecommunications
Airtel Malawi Plc	Telecommunications
Bakhressa Malawi Ltd	FMCG – Cooking Oils
Medical Aid Society of Malawi	Financial Services – Medical Insurance
NBS Bank	Financial Services – Banks
Sunbird Hotels	Hospitality Sector
Chibuku Shake-Shake	FMCG – Beverages (Alcoholic)– Sorghum
Coca Cola	FMCG – Beverages (Non-Alcoholic)– Fizzy Drinks
Mthunzi Funeral Services	Private Health Sector – Funeral Services
Amaryllis Hotel	Hospitality Sector
Goodwill Funeral Services	Private Health Sector – Funeral Services
Sana Cash & Carry	Retail Sector – Supermarkets
Protea Ryalls Hotel	Hospitality Sector
Castel Malawi Ltd	FMCG – Manufacturing Firms

OVERALL SUPERBRAND

Illovo Malawi