



TOP
100
MOST LOVED
BRANDS BY
WOMEN
I N K E N Y A

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The Methodology

Quantitative Sample Design

- Nationally representative sample of women in Kenya aged 18 years+
- Weighted to the national population of women

Regions	Setting		Age				
	Sample	Urban	Rural	18-24	25-34	35-44	45+
Coast	101	51	50	36	29	18	18
North Eastern	53	23	30	18	15	11	9
Eastern	135	30	105	45	39	26	25
Central	114	35	79	40	35	19	20
Rift Valley	257	70	187	94	72	44	47
Western	106	36	70	38	30	18	20
Nyanza	130	40	90	47	36	22	25
Nairobi	125	125	0	44	37	21	23
Total	1021	410	611	362	293	179	187



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The Methodology

The Qualitative Research Scope

- Going beyond numbers to add a human dimension to impersonal data, a qualitative methodology allows us to delve deeper into the Kenyan woman's psyche to examine her values, opinions and underlying motivations, with a mix of personal 'day-in-the-life' diaries and ethnographies allowing us to spend time in her space

Provinces(Regions)	Setting			Age			
	Sample	Urban	Rural	18-24	25-34	35-44	45+
Coast	4	2	2	1	1	1	1
North Eastern	3	1	2	1	1		1
Central	3	1	2	1		1	1
Rift Valley	3	2	1		1	1	1
Western	3	1	2	1	1	1	
Nairobi	5	5	0	1	2	1	1
Total	21	12	9	5	6	5	5



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Who is She?

She...



Is Educated - 53% have completed secondary school education



Is Earning - 58% are employed / run their own business; 80% have some form of income



Is Middle Class - 63% fall in SEC C1C2



Plays a critical role in choosing brands that work for her household (69%)



Values Affordability and Simplicity when choosing brands that work for her



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What's affecting her today?

Fears and Social Issues



Domestic Abuse - 41%
indicate that this is a key
issue women in Kenya face



The COVID-19 Pandemic - 59%
of mature women state that their
greatest fear is getting very sick,
while 48% of younger women
indicate their greatest fear as
losing their family



**Poor economic
empowerment** – Domestic
and workplace challenges
compounded by the pandemic
put a strain on her financial
upward mobility



But She is optimistic about
2021. She sees her spiritual life
(90%), personal life (89%) and
finances (84%) improving in 2021.



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How can we connect with Her?

Addressing Her in the Big 4 Agenda...



Manufacturing – 15% towards GDP

1 out of 4 women have entrepreneurial aspirations

Financial guidance, respect, good relationships with peers and familial benefits speak to her need for control, safety and confidence, against the backdrop of instability caused by the pandemic.



Affordable Housing

11% of women are unemployed and looking for work. They are spiritual and turn to religion to feel safe, recognised and confident. Speak to their career dreams by defining a career path for them.



Food Security

68% of women critical to decisions on food purchases for their home

On average, close to 20% of her income is spent on food.

Friends, family and making healthy decisions are her key values



Universal Healthcare

51% of women play a critical role in the health services of her family - are we speaking to her?

She values community, being in community and having good relationships with friends, family and peers. Reliability is key for her when she chooses the products and services that work for her



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IN KENYA

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The Ranking

Ranking the Top 100 Most Loved Brands

1. The respondent is guided through a series of questions through the quantitative questionnaire to establish the product and service categories she uses
2. Determine her favourite brands amongst the categories she uses and eventually ask her to tell us her one most loved brand
3. All brands defined as their most loved brands are tallied up and the data is weighted to reflect the total female population.
4. The most loved brands are ranked based on popularity of mentions.



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