

Checkers named South Africa's strongest brand

Checkers has been named South Africa's strongest brand in the Brand Finance [2025 South Africa Top 100 Report](#), securing an AAA+ rating, the highest brand strength rating awarded.

Climbing from third place in 2024, Checkers achieved an impressive Brand Strength Index (BSI) score of 97.7 out of 100, marking a 7-point increase from the previous year.

This comes as Checkers remains the country's fastest growing premium grocer for the fifth consecutive year. Over the last six months, the retailer saw 75 000 more customers selecting to shop at Checkers stores or online every day.

The Brand Finance accolade is attributed to Checkers' performance in outstanding domestic brand perceptions, including perfect 10 out of 10 scores in 'brand I love', engagement, consideration, recommendation, and 'word of mouth'. The study also found that consumers are satisfied with Checkers' pricing regime.

"At the heart of the Checkers brand is the relentless pursuit of better and better for our customers. Every day, we live by the pulse of the incredibly inspiring South Africans we serve, constantly looking for new ways to enable more South Africans to live better. We aim to offer unavoidable value and a world class shopping experience, made effortless. If, in doing so, customers choose us, we are thrilled and when customers reward us by embracing the brand, from Checkers Sixty60-themed kids' parties to weddings, it's the ultimate reminder of why we push boundaries and we'll keep raising the bar for them," says Ilze Bylos, Chief Marketing Officer.

Checkers is also ranked as South Africa's top retail brand and sixth overall in terms of brand value, with a 23% increase to R23.5 billion. [Shoprite](#), valued at R20.1 billion, ranks third among retailers and also makes the overall top 10.

Each year, brand valuation consultancy [Brand Finance](#) puts 5,000 of the biggest brands to the test, and publishes nearly 100 reports, ranking brands across all sectors and countries.

Brand value is understood as the net economic benefit that a brand owner would achieve by licensing the brand in the open market. Brand strength is the efficacy of a brand's performance on intangible measures relative to its competitors.

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