Branding strategies are inseparable from business performance. Proper utilization of these strategies guarantees firm’s none doubtful competitive advantages. As one of branding strategies, co-branding strategies have been gaining popularity as unquestionable strategies that enable firms to expand their markets strategically. Given its importance in business performance such as market expansion, different or a combination of different co-branding strategies have been adopted by firms to ensure market expansion. In the context of Tanzania market, this study aimed at identifying the level of co-branding strategies adoption in honey market, and identifying the challenges associated with the adoption of these strategies among business partners. On top of this, this study intended to establish the relationship between co-branding strategies and market expansion.

The study adopted a sample of 80 respondents, and employed judgmental sampling technique to collect data from information-rich respondents. This study based on primary data only, and the data were collected through observation, questionnaire and interview methods. Chi square test of independence were used to test the association between co-branding strategies and market expansion. From the findings, the adoption level was found to be high since all respondents reported to adopt at least one of the co-branding practices and the most responses have revealed that the reasons for the adoption were all aiming at market expansion. Also, even if the adoption level is high, findings show that there some challenges that are associated with the adoption as shown in chapter four.

Co-branding adoption were found to have a relationship with market expansion since two indicators of market expansion (sales revenue, and customer base increase) among three indicators (sales revenue, and customer base increase) as used in this study were found to have a statistically significant association with co-branding adoption.