



BrandSpark International Announces the 2024 Canadian Most Trusted Consumer Product, Services, and Retail Brands Nationally and in Quebec

BrandSpark International unveils the winners of the 2024 Most Trusted Awards, marking 11 years of recognizing the trust Canadians place in their chosen brands. The awards are the result of an extensive national survey that garnered responses from over 25,161 Canadian shoppers, representing 181,000 individual brand evaluations across 262 diverse consumer product and service categories.

TORONTO, ON – November 22nd, 2023 – BrandSpark International, a leading research and consulting firm, continues its research of over a decade into understanding the role trust plays in which brands consumers choose. The 2024 winners, determined by the unaided citations of qualified Canadian shoppers, were revealed this morning at a prestigious event, held in collaboration with the Association of Canadian Advertisers at Corus Quay in Toronto, Ontario. Associate Vice-President of the *BrandSpark Most Trusted Awards*, Adam Bellisario, said, “We are honoured to celebrate the brands that have earned the highest consumer trust levels in the country”.

Since 2014, the *BrandSpark Most Trusted Awards* have recognized the brands that shoppers trust to deliver exceptional service and quality products, thereby establishing a strong bond with consumers. In a constantly evolving market impacted by economic disruption and shifting consumer behaviour, brand trust remains a beacon for consumers seeking reliability and consistency in their purchasing decisions.

In this edition, BrandSpark International broadened the scope of the *BrandSpark Canadian Trust Study* by expanding into new categories in segments including Automotive, Household Cleaning, Hospitality, and Petcare. BrandSpark President Robert Levy said that “BrandSpark Most Trusted aspires to be the most extensive and credible list of brands trusted coast to coast in Canada”. BrandSpark issued an extensive list of Quebec-specific winners this year. This expansion ensures a more detailed and diverse perspective on the brands that are resonating with the unique perspective of the Quebec market. “Interestingly, out of a total of 262 categories, 44 categories had a different trust leader in Quebec”, said Levy.

BrandSpark's Extensive Trust Database: Harnessing the Power of Consumer Insight

BrandSpark has emerged as a definitive voice in understanding consumer trust, thanks to its extensive Study that annually collects over 100,000 open-text responses explaining why Canadians trust the specific brands they do. This database provides a unique window into the consumer psyche, revealing the drivers of trust in hundreds of categories.

This year, BrandSpark has taken a significant leap by developing AI-driven analytical tools to further explore this vast repository. This expanded analysis confirms that Canadian consumers continue to focus on fundamental aspects of trust, beginning with the value equation – a critical first step for any brand.

Achieving a deeper level of brand trust, beyond the tangible signifiers of value, involves a blend of recommendation, innovation, heritage, and value identification initiatives. The more elements a brand establishes, the stronger and more resilient the trust bond with its consumers becomes.

Navigating Inflation with Brand Trust

The *BrandSpark Canadian Trust Study* reveals that, despite the challenges posed by inflation, consumers prioritize product quality and are willing to pay a premium for brands that consistently deliver excellence. Brand names continue to dominate the list, demonstrating that established brands continue to deliver value to Canadians. BrandSpark Vice-President of Shopper Insights Phil Scrutton said that “new challengers are appearing in many categories, often online and at much lower price points, but the best brands are proving resilient with Canadian consumers when they focus on delivering and communicating the strengths that made them trusted names in the first place”. As consumer landscapes shift, brand trust emerges as a resilient force in maintaining consumer loyalty.

Recognizing Excellence: Notable Winners from the 2024 BrandSpark Most Trusted Awards

- The Interior Paint, Exterior Paint, and Exterior Stain categories were all won by Behr, sold exclusively in Home Depot, proving that national consumer trust can be won with exclusive distribution when you are providing a quality product that delivers value to consumers.
- In the highly competitive telecom space, Bell was Most Trusted in all 5 communications categories studied: High Speed Internet Provider, High Speed Internet Provider for Wifi Connectivity, Home Phone Service Provider, TV Service Provider, Cellular Service Provider (Tie).
- Sofina Foods won 4 newly studied categories including Prosciutto and Mortadella (San Daniele), Salami (Mastro), and Frozen Breaded Chicken Products (Janes).
- Expansion into plant-based categories included studying Almond Plant-Based beverage and Plant-Based Yogurt, in addition to the repeating Oat Plant-based Beverage; Silk was the winner of all 3.
- Loblaws Brands won a variety of grocery, loyalty, and financial categories, including President’s Choice (Private Label brand for value), PC Optimum (Loyalty Program), PC Financial (No Fee

Credit Card), No Frills (Affordable Grocery Nationally and Ontario), Maxi (Affordable Grocery Store Quebec), Real Canadian Superstore (Affordable Grocery Western Canada).

- Notable shifts included Fontaine Santé taking over top spot nationally in Hummus from Sabra, and Air Canada taking over Most Trusted Airline nationally from WestJet.
- Quebecers displayed different brand preferences from the rest of Canada in several categories such as Restaurant for Chicken (St-Hubert), Convenience Store (Couche-Tard), Cat Litter (OdourLock), Plant-Based Meat Alternative (Yves), Retailer of Camping Gear (SAIL), Dog Shampoo & Conditioner (Hartz), Premium Ice Cream (Häagen-Dazs), Whole Grain Bread (St-Méthode), Face Primer (L'Oréal), Premium Ground Coffee (non-espreso) (Van Houtte), Online Retailer for Pet Supplies (Mondou), and Windshield Repair and Replacement (Lebeau).

The 2024 *BrandSpark Most Trusted Awards* winners are listed below. For more information visit www.BrandSparkMostTrusted.com

HOUSEHOLD & CLEANING		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Air Freshener	Febreze	Febreze
All-Purpose Cleaner	Lysol/Mr. Clean (TIE)	Hertel
Bathroom Cleaner	Lysol	Lysol
BBQ Grill Cleaner	Easy-Off/Weber (TIE)	
Broom & Dustpan	Vileda	Vileda
Carpet Cleaner & Shampoo	Bissell	Bissell
Carpet Stain Remover	Resolve	Bissell
Dish Soap	Dawn	Dawn
Dishwasher Detergent	Cascade	Cascade
Dishwasher Rinse Aid	Finish	Finish
Disinfectant Spray	Lysol	Lysol
Drain Cleaner	Drano	Drano
Dryer Sheets	Bounce	Bounce
Exterior Paint	Behr	
Exterior Stain	Behr	
Fabric Rinse for Odor Removal	Downy	Downy
Fabric Softener	Downy	Downy
Food Storage Bags	Ziploc	Ziploc
Food Storage Containers	Ziploc	
Garbage Bags	Glad	Glad
Glass Cleaner	Windex	Windex

Insect Control	Raid	Raid
Insect Repellant	OFF!	OFF!
Interior Paint	Behr	
Laundry Detergent	Tide	Tide
Laundry Detergent For Overall Value	Tide	Tide
Laundry Disinfectant	Lysol/Tide (TIE)	Tide
Laundry Machine Cleaner	Tide	Tide
Laundry Scent Booster (in-wash)	Downy	Downy
Laundry Stain Remover	Resolve	Resolve
Laundry Wrinkle Protection	Bounce	Bounce
Mop and Bucket	Vileda	Vileda
Mosquito Repelling Device	OFF!	OFF!
Multi-Purpose Disinfecting Wipes	Lysol	Lysol
Oven Cleaner	Easy-Off	Easy-Off
Paper Towels	Bounty	Bounty
Strong Hold Glue	Gorilla	Gorilla / Crazy Glue (TIE)
Toilet Bowl Cleaner	Lysol	Lysol

PETCARE		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Cat Food	Purina	Purina / Royal Canin (TIE)
Cat Litter	Arm & Hammer/Purina Tidy Cats (TIE)	OdourLock
Cat Treats	Temptations	Temptations
Dental Chews for Dogs	Pedigree Dentastix	Pedigree Dentastix
Dog Shampoo & Conditioner	Burt's Bees	Hartz
Dog Treats	Milk-Bone	Pedigree
Dog Vitamins and Supplements	Purina Pro Plan	
Dry Dog Food	Purina	Purina
Dryer Sheets to Repel Pet Hair	Bounce	Bounce
Flea & Tick Prevention	Advantage II /K9 Advantix II	Advantage II / K9 Advantix II
Wet Dog Food	Cesar	Cesar

HOME GOODS		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>

Comfort Footwear	Skechers	Skechers
Cookware	Lagostina/T-Fal (TIE)	Lagostina
Electric Fan	Honeywell	Honeywell
Extreme Cold Outerwear	Columbia/The North Face (TIE)	The North Face
Food Processor	KitchenAid/Ninja (TIE)	KitchenAid
Hiking Footwear	Merrell	Merrell
Home Generator	Champion Power Equipment	Champion Power Equipment
Humidifier	Honeywell	Honeywell
Massage Gun	Theragun	Theragun
Mattress	Sealy	
Mattress-in-a-Box	Endy	Endy
Oven / Range	LG/Samsung (TIE)	LG / Samsung (TIE)
Portable Speaker	Bose/JBL (TIE)	Bose / JBL (TIE)
Single Serve Coffee Maker	Keurig	Keurig
Space Heater	Honeywell	Honeywell
Stand Mixer	KitchenAid	KitchenAid
Vacuum	Dyson	Dyson
Weighted Blanket	Hush	

FOOD & BEVERAGE		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Almond Plant-Based Beverage	Silk	Silk
Bottled Water	Pure Life	
Butter	Lactantia	Lactantia
Cannabis Beverages (containing THC)	Tweed	
Cannabis Edibles (containing THC)	Tweed	
Cannabis Flower (containing THC)	Tweed	
Canned Chili	Stagg Chili	Tim Hortons
Canned Luncheon Meat	SPAM	Kam
Canned Seafood	Clover Leaf	Clover Leaf
Canned Soups & Broths	Campbell's	Campbell's
Canned Tomatoes	Aylmer	Aylmer
Caramel Candy	Werther's Original	Werther's Original
Chocolate Chip Cookies	Chips Ahoy!	Chips Ahoy!
Chocolate Chips	Hershey's Chipits	Hershey's Chipits

Chocolate Flavouring Mix (powder or syrup)	Nesquik	Nesquik
Coffee Creamer	International Delight	International Delight
Cooking Oil Spray	PAM	PAM
Dairy Free Cheese	Daiya	
Dessert Mixes / Fillings	Betty Crocker	Betty Crocker
Easter Chocolate	Cadbury	Lindt
Eggs	Burnbrae Farms	
Espresso Coffee (whole bean / ground)	Lavazza/Starbucks (TIE)	Lavazza / Van Houtte (TIE)
Flour	Robin Hood	Five Roses
Fresh Packaged Meat	Maple Leaf	
Frozen Breaded Chicken Products	Janes	Flamingo
Frozen Fish	High Liner	High Liner
Frozen Pie Shells	Tenderflake	Tenderflake
Frozen Pizza	Dr. Oetker	Dr. Oetker
Frozen Potato Products	McCain	McCain
Fruit Juice	Oasis	Oasis
Ginger Ale	Canada Dry	Canada Dry
Hazelnut Spread	Nutella	Nutella
Hummus	Fontaine Santé	Fontaine Santé
Jerky	Jack Link's	Jack Link's
K-Cup Coffee Pods	Tim Hortons	Tim Hortons / Van Houtte (TIE)
Milk	Farmers (Atlantic)	
Milk	Neilson (Ontario)	
Milk		Québon
Milk	Dairyland (West)	
Milk Chocolate Bar	Cadbury	Lindt
Mortadella	San Daniele	San Daniele
Mozzarella	Saputo	Saputo
Oat Plant-Based Beverage	Silk	Silk
Oatmeal	Quaker	Quaker
Peanut Butter	Kraft	Kraft
Plant-Based Meat Alternative	Beyond Meat	Yves
Plant-Based Yogurt	Silk	Silk
Potato Chips	Lay's	Lay's
Premade Caesar Drink Mix	Mott's Clamato	Mott's Clamato
Premade Cooking Sauce / Marinade	VH	VH
Premium Aged Cheddar	Balderson	Balderson

Premium Ground Coffee (non-espresso)	Folgers/Starbucks/Tim Hortons (TIE)	Van Houtte
Premium Ice Cream	Chapman's	Häagen-Dazs
Private Label Brand for Value	President's Choice	no name / President's Choice (TIE)
Prosciutto	San Daniele	San Daniele
Rehydration Drink	Gatorade	Gatorade
Rice	Ben's Original	Ben's Original
Salami	Mastro	Mastro
Sparkling Water	Perrier	Perrier
Tea	Tetley	Tetley
Tortilla Chips	Tostitos	Tostitos
Tortilla Wraps	Dempster's	POM
White Bread	Wonder	
Whole Grain Bread	Dempster's	St-Méthode
Whole Grain Crackers	Breton	Breton

BEAUTY & PERSONAL CARE

<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Anti-Aging Skin Care Products	Olay	Olay
Body Moisturizer	Aveeno	Aveeno
Concealer	Covergirl/Maybelline (TIE)	Maybelline
Face Cleanser	CeraVe	
Face Moisturizer	Olay	
Face Primer	e.l.f.	L'Oréal
Face Wipes	Neutrogena	
Lip Colour	Revlon	L'Oréal / Revlon (TIE)
Mascara	Maybelline	L'Oréal / Maybelline (TIE)
Men's Hair Colour	Just For Men	Just For Men
Men's Shaving	Gillette	Gillette
Micellar Water	Garnier	Garnier
Natural Cosmetics	Burt's Bees	
Self-Tanner	Jergens	Nuda
Shampoo & Conditioner for Men	Head & Shoulders	
Shampoo & Conditioner for Women	Dove	Dove
Teeth Whitening	Crest	Crest
Whitening Toothpaste for Sensitive Teeth	Sensodyne	Sensodyne

Women's Hair Colour	L'Oréal	L'Oréal
Women's Shaving	Gillette Venus	Gillette Venus

OVER-THE-COUNTER HEALTH		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Acne Patch	COSRX	
Adult Multivitamin	Centrum	Centrum
Allergy Eye Drops	Visine	Systane
Allergy Relief	Reactine	Reactine
Bandages	Band-Aid	Band-Aid
Black Elderberry Products	Sambucol	Sambucol
Blood Glucose Monitor	OneTouch	
Cold Sore Remedy	Abreva	Abreva
Collagen Powder	Organika	Organika
Contact Lens Solution	Bausch & Lomb (Renu, Biotrue)	Bausch & Lomb (Renu, Biotrue)
Contact Lenses	Acuvue	Acuvue
Cotton Swab	Q-Tips	Q-Tips
Cough Drops/Lozenge	Halls	Halls
Denture Adhesive	Poligrip	Poligrip
Electric Toothbrush	Oral-B	Oral-B
Feminine Hygiene Pads	Always	Always
Fibre Supplement	Metamucil	Metamucil
Hair Regrowth Products	Rogaine	L'Oréal / Nutricap (TIE)
Hair Removal	Nair	
Headache Relief	Tylenol	Tylenol
Heart Health Supplement	Jamieson	Jamieson
Heartburn Relief	TUMS	TUMS
Joint Health Supplement	Jamieson	Adrien Gagnon / Jamieson (TIE)
Laxative	Exlax/RestoraLAX/Senokot (TIE)	Lax-a-day
Memory Support Supplement	Jamieson	Adrien Gagnon / Jamieson (TIE)
Migraine Relief	Tylenol	Tylenol
Mouthwash	Listerine	Listerine
Nasal Spray	hydraSense	hydraSense
Oral Back Pain Relief	Robax	Robax

Pain Relief Patch	Salonpas	Salonpas
Prostate Health Supplement	Webber Naturals	Webber Naturals
Tampons	Tampax	Tampax
Upset Stomach Relief	Pepto-Bismol	Gaviscon / TUMS (TIE)
Water Flosser	Waterpik	Waterpik
Yeast Infection Medication	Canesten	Canesten

BABY & KIDS		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Baby and Kids Laundry Detergent	Ivory Snow	Ivory Snow
Baby Gear	Graco	Graco
Baby Monitor	VTech	VTech
Baby Wash & Shampoo	Johnson's Baby	Johnson's Baby
Baby / Toddler Feeding Products	Munchkin	Munchkin
Breast Pump	Medela	Medela
Children's Cough Medicine	Children's Tylenol	Children's Tylenol
Children's Thermometer	Braun	Braun
Diapers	Pampers	
Dolls	Barbie	Barbie
Infant / Baby Feeding Products	Philips Avent	Philips Avent
Natural Baby Care	Johnson's Baby	Aveeno Baby / Johnson's Baby (TIE)
Nursing Pads	Lansinoh	Medela
Organic Baby Food	Gerber	Gerber
Toys	Fisher-Price	Fisher-Price

AUTOMOTIVE		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Auto Brake Service Provider (non-dealer)	Canadian Tire	Canadian Tire / NAPA Auto Parts (TIE)
Auto Muffler Service Provider (non-dealer)	Midas	
Auto Rental Company	Enterprise	Enterprise
Car Detailing Products	Armor All	Armor All
Hybrid Gas / Electric Car	Toyota	Toyota
Oil and Lube Change Service	Mr. Lube	

Pickup Truck	Ford	Ford
Sedan (non-compact)	Toyota	Toyota
Tire Sales & Service	Canadian Tire	Canadian Tire
Tire Sales & Service	Kal Tire (West)	
Tires	Michelin	Michelin
Windshield Repair / Replacement Service	Speedy Glass	Lebeau

RESTAURANTS & RETAIL		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Convenience Store	7-Eleven	Couche-Tard
Dollar Store	Dollarama	Dollarama
Frozen Foods Retailer	M&M Food Market	M&M Food Market
Gas Station	Esso / Shell / Petro-Canada (TIE) (National)	Esso / Shell / Petro-Canada (TIE)
Gas Station	Esso / Petro-Canada (TIE) (Ontario)	
Gas Station	Shell (West)	
Grocery Pickup and Delivery	Walmart	Metro / IGA (TIE)
Grocery Store for Low Prices / Affordability	No Frills (National)	Maxi
Grocery Store for Low Prices / Affordability	Walmart (Atlantic)	
Grocery Store for Low Prices / Affordability	No Frills (Ontario)	
Grocery Store for Low Prices / Affordability	Real Canadian Superstore (West)	
Grocery Store for Natural & Organic Food	Whole Foods Market	Avril
Juice And Smoothie Bar	Booster Juice	Jugo Juice
Mattress Retailer	Sleep Country / Dormez-vous	Dormez-vous
Neighbourhood Hardware Store	Home Hardware	RONA
Online Health and Wellness Store	Well.ca	Jean Coutu
Online Retailer for Pet Supplies	PetSmart	Mondou
Pharmacy	Shoppers Drug Mart / Pharmaprix	Jean Coutu
Quick Service Restaurant for Burgers	McDonald's	McDonald's
Quick Service Restaurant for Chicken Sandwiches	McDonald's	McDonald's

Quick Service Restaurant for Pizza	Domino's	Domino's / Pizza Hut / Salvatoré (TIE)
Quick Service Restaurant for Sandwiches	Subway	Subway
Restaurant Chain for Chicken	KFC	St-Hubert
Retailer For Pet Supplies	PetSmart	Mondou
Retailer of Camping Gear	Canadian Tire	SAIL
Retailer of Hunting & Fishing Gear	Bass Pro Shops & Cabela's	

SERVICES		
<u>CATEGORY</u>	<u>NATIONAL / REGIONAL WINNER (ex. Quebec)</u>	<u>QUEBEC WINNER</u>
Airline	Air Canada	Air Canada / Air Transat (TIE)
Airline Rewards Credit Card	Aeroplan	Aeroplan
Auto Insurance Provider	Intact Insurance	Intact Insurance
Cashback Credit Card Provider	CIBC	Desjardins
Cellular Service Provider	Bell/TELUS/Rogers (TIE)	
Credit Union	Desjardins	Desjardins
Direct Life Insurance Provider	Sun Life	Industrial Alliance
DNA Testing	Ancestry	Ancestry
Health Diagnostic Services	LifeLabs	
High Speed Internet Provider	Bell	
High Speed Internet Provider for Wifi Connectivity	Bell	
Home Insurance Provider	Intact Insurance	
Home Phone Service Provider	Bell	
Home Security Provider	TELUS SmartHome Security	TELUS SmartHome Security
Junk Removal Service	1-800-GOT-JUNK?	1-800-GOT-JUNK?
Life Insurance Provider	Sun Life	Desjardins
Loyalty Program	PC Optimum	PC Optimum
Meal Kit Delivery Service	HelloFresh	HelloFresh
News Network	CBC	CBC
No Annual Fee Credit Card	PC Financial	
Online Casino	OLG (Ontario)	Loto-Québec
Online Healthcare Platform	TELUS Health	
Online Language Learning	Duolingo	Duolingo
Online Real Estate Marketplace	REALTOR.ca	Centris.ca
Online Sports Book	Bet365/OLG (TIE) (Ontario)	Loto-Québec
Parcel Delivery Service	Canada Post	Amazon

Personal Banking	TD/RBC (TIE)	Desjardins
Real Estate Agency	RE/MAX	RE/MAX
TV Service Provider	Bell	
Website Builder	Wix	
Weight Loss Program	WW (Weight Watchers)	WW (Weight Watchers)

How Winners Are Determined

In the 2024 *BrandSpark Canadian Trust Study*, BrandSpark surveyed a nationally representative sample of 25,161 Canadian shoppers to determine the most trusted brands in Canada. Their top-of-mind unaided responses for categories they actively shop and services they use formed the basis for ranking, with ties declared if the margin of victory was within 3%. To be declared a winner, a brand had to achieve a minimum 10% trust share in its category.

About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm dedicated to providing brands with the insights necessary to understand omnichannel shoppers, refine strategic brand positioning, build consumer trust, and enhance the success of new product launches.

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