

****For Immediate Release****



2024 BrandSpark Most Trusted Awards Winners Announced for Consumer Products, Retail and Services Brands in the 11th Annual Edition

Market research firm BrandSpark International released their 2024 list of the brands Americans trust most in 256 consumer goods, retail, and services categories, expanded to include the top 3 brands in most categories, based on a national survey of 26,646 American shoppers and 182,080 individual brand responses.

NEW YORK, January 17, 2024 – BrandSpark International, a leading market research and consulting firm, released their 2024 *BrandSpark Most Trusted Awards* winners, in collaboration with *Newsweek* Magazine. Now in its 11th edition, BrandSpark’s annual survey gathered top-of-mind unaided responses from qualified American shoppers on the brands they trust most for product, retail, and services categories they shop and use.

Brand trust plays a pivotal role in the choices made by consumers. “BrandSpark’s highly credible list of brands that are most trusted by American shoppers helps consumers make more informed shopping decisions, while enabling brands to leverage and communicate their hard-earned trust,” says Adam Bellisario, Associate Vice-President of the BrandSpark Most Trusted Awards.

In the 2024 edition, BrandSpark broadened the scope of the Program by recognizing not only the #1 brand consumers trust the most, but in addition the Program now recognizes the second and third ranked brands that are also most trusted by consumers in their respective category, where sufficient votes allowed. “We felt consumers and brands could benefit from knowing the top 3 brands in each category,” says Robert Levy, Founder and President of BrandSpark International. “Despite the challenges posed on shopping households nationwide, numerous brands have maintained their coveted #1 trust position in our survey. Trust resilience allows these top brands to uphold their leading positions, and challenge competing brands,” Levy continued.

Top 3 and the Vulnerability of Winners

Within the framework of the *BrandSpark American Trust Study*, trust resilience and trust share are core elements. Trust share denotes which brand a consumer trusts the most, while trust resilience gauges how much more those consumers trust the brand compared to its competition. “The interplay between these two factors reveals opportunities for brands to gain trust share and capitalize on any vulnerabilities in the trust of a leading brand,” says Philip Scrutton, VP Shopper Insights at BrandSpark. “BrandSpark hopes that this knowledge empowers brands to incorporate trust drivers strategically into their product and marketing efforts to strengthen relationships with consumers and establish a meaningful differentiation,” says Scrutton.

Trust Trends: Significant Results from the 2024 BrandSpark American Trust Study

1. While Americans are turning increasingly to discount retail they are sticking with the top brands they love in certain categories: the top ten brands by trust share in the 2024 American Trust Study is a resilient roster of name brands so strong they are almost synonymous with their respective categories:
 - Bandages: Band-Aid
 - Canned Soups & Broths: Campbell’s
 - Dish Soap: Dawn
 - Disinfectant Spray: Lysol
 - Drain Cleaner: Drano
 - Glass Cleaner: Windex
 - Hazelnut Spread: Nutella
 - Insect Repellant (for use on body): OFF!
 - Ketchup: Heinz
 - Oatmeal: Quaker
2. In the current landscape of heightened inflation in the grocery sector, discount grocery giant Aldi stands out, securing three first-rank and one second-rank mentions in various regional categories under the Grocery Store umbrella. This underscores the potential of a strong private label strategy and commitment to providing cost-effective solutions to the challenges consumers face. Aldi builds trust by offering innovative new products and brands to attract and loyalize consumers. Aldi’s wins are:
 - Rank 1: Grocery Store For Low Prices / Affordability - (Midwest): Aldi
 - Rank 1: Grocery Store For Low Prices / Affordability (Northeast): Aldi
 - Rank 1: Small Format Grocery Store: Aldi
 - Rank 2: Grocery Store For Low Prices / Affordability (South): Aldi

3. Procter & Gamble continues to dominate the first place mentions with 37 category wins concentrated in Household & Cleaning and Beauty & Personal Care. Procter & Gamble’s long history of research and innovation, and strategy of communicating product superiority, continues to prove effective at maintaining trust share levels of their leading brands. Philip Scrutton, VP of Consumer & Shopper Insight at BrandSpark remarked that “The *BrandSpark American Trust Study* reveals again that product or service quality, fair price, consistency, and transparency have the strongest impact on building trust with consumers. We encourage marketers to prioritize these factors to increase consumer resilience and gain share over time.”

4. Other manufacturers with a significant number of category wins:
 - Haleon: 6 wins
 - Kenvue: 13 wins
 - L’Oréal: 5 wins
 - Nestlé: 12 wins
 - PepsiCo: 5 wins
 - Reckitt: 11 wins
 - S.C. Johnson: 8 wins
 - Unilever, Church & Dwight, General Mills, , Kraft Heinz, Mondelez, J.M Smucker Company: 4 wins each

The 2024 BrandSpark Most Trusted Awards winners are listed below. In order to appear on the trust list, each brand had to earn at least 10% trust share.

See details at www.BrandSparkMostTrusted.com.*

HOUSEHOLD & CLEANING				
#	CATEGORY	RANK #1	RANK #2	RANK #3
1	Air Freshener	Febreze	Glade	Air Wick
2	All-Purpose Cleaner	Lysol	Clorox	Mr. Clean
3	Bathroom Cleaner	Lysol / Clorox (Tie)		Scrubbing Bubbles
4	Bathroom Tissue	Charmin	Angel Soft / Scott (Tie)	
5	BBQ Grill Cleaner	Easy-Off / Weber (Tie)		

6	Broom & Dust Pan	Libman	O-Cedar	
7	Carpet Cleaner / Shampoo	Bissell	Resolve	
8	Carpet Stain Remover	Resolve	Bissell	
9	Dish Soap	Dawn		
10	Dishwasher Detergent	Cascade	Finish	
11	Dishwasher Rinse Aid	Finish	Cascade	
12	Disinfectant Spray	Lysol	Clorox	
13	Drain Cleaner	Drano	Liquid-Plumr	
14	Dryer Sheets	Bounce	Gain	Downy
15	Dryer Sheets to Repel Pet Hair	Bounce	Gain / Downy (Tie)	
16	Exterior Paint	Behr	Sherwin-Williams	
17	Exterior Stain	Behr		
18	Fabric Rinse for Odor Removal	Downy		
19	Fabric Softener	Downy	Gain / Snuggle (Tie)	
20	Food Storage Bags	Ziploc	Glad	
21	Food Storage Containers	Ziploc / Rubbermaid (Tie)		Glad
22	Garbage Bags	Hefty	Glad	
23	Glass Cleaner	Windex		
24	Insect Control	Raid	Ortho	
25	Insect Repellant	Off!		
26	Interior Paint	Behr	Sherwin-Williams	
27	Laundry Detergent	Tide	Gain	
28	Laundry Detergent for Cold Water Washing	Tide	Gain	
29	Laundry Detergent for Deep Cleaning	Tide	Gain	
30	Laundry Detergent for Great Scent	Tide / Gain (Tie)		

31	Laundry Detergent for Overall Value	Tide	Gain	Arm & Hammer
32	Laundry Detergent for Sensitive Skin	Tide	All	Arm & Hammer
33	Laundry Disinfectant	Lysol	Tide	
34	Laundry Machine Cleaner	Tide	Affresh	
35	Laundry Scent Booster (In-Wash)	Downy Unstopables	Gain	
36	Laundry Stain Remover	Shout	Oxiclean / Tide (Tie)	
37	Laundry Wrinkle Protection (In-Wash)	Downy		
38	Mop and Bucket	O-Cedar	Libman / Mr. Clean (Tie)	
39	Mosquito Repelling Device	Off!		
40	Multi-Purpose Disinfecting Wipes	Clorox / Lysol (Tie)		
41	Oven Cleaner	Easy-Off		
42	Paper Towels	Bounty	Brawny	
43	Strong Hold Glue	Gorilla		
44	Toilet Bowl Cleaner	Lysol	Clorox	

PET CARE				
#	CATEGORY	RANK #1	RANK #2	RANK #3
45	Cat Food	Purina	Friskies	Meow Mix
46	Cat Litter	Purina Tidy Cats	Arm & Hammer	Fresh Step
47	Cat Treats	Temptations	Friskies	
48	Dental Chews for Dogs	Greenies	Pedigree Dentastix	
49	Dog Shampoo & Conditioner	Hartz	Burt's Bees	
50	Dog Treats	Milk-Bone	Purina	
51	Dog Vitamins and Supplements	Zesty Paws		
52	Dry Dog Food	Purina	Pedigree / Blue Buffalo (Tie)	

53	Pet Stain & Odor Remover	Resolve	Arm & Hammer / Nature's Miracle (Tie)	
54	Wet Dog Food	Purina	Pedigree	

HOME GOODS				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
55	Air Purifier	Honeywell		
56	Comfort Footwear	Skechers	Nike	
57	Electric Fan	Lasko	Honeywell	
58	Extreme Cold Outerwear	The North Face	Columbia / Carhartt (Tie)	
59	Food Processor	Ninja	Cuisinart / KitchenAid (Tie)	
60	Hiking Footwear	Merrell / Timberland (Tie)		Columbia
61	Home Generator	Generac	Honda	
62	Humidifier	Vicks	Honeywell	
63	Massage Gun	Theragun		
64	Mattress	Sealy / Serta (Tie)		
65	Mattress-in-a-Box	Purple		
66	Outdoor Barbeque Grill	Weber		
67	Oven / Range	GE	Samsung / Whirlpool (Tie)	
68	Portable Speaker	JBL	Bose	
69	Single Serve Coffee Maker	Keurig		
70	Stand Mixer	KitchenAid		
71	Vacuum	Dyson / Shark (Tie)		Bissel / Hoover (Tie)
72	Washer / Dryer	Whirlpool	Samsung / Maytag (Tie)	

FOOD & BEVERAGE				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>

73	Almond Plant-Based Beverage	Silk	Almond Breeze	
74	Baking Yeast	Fleischmann's	Red Star	
75	Bottled Water	Dasani		
76	Butter	Land O' Lakes		
77	Canned Seafood	Starkist	Chicken of the Sea	Bumble Bee
78	Canned Soups & Broths	Campbell's	Progresso	
79	Canned Tomatoes	Hunt's	Del Monte	
80	Caramel Candy	Werther's Original	Kraft	
81	Cheese	Kraft	Sargento	
82	Chocolate Chip Cookies	Chips Ahoy!		
83	Chocolate Chips	Nestlé Tollhouse	Hershey's Chipits	
84	Chocolate Flavoring Mix	Hershey's	Nesquik	
85	Coffee Creamer	Coffee-Mate	International Delight	
86	Coffee Pods	Starbucks / Folgers (Tie)		Dunkin'
87	Cooking Oil Spray	Pam	Great Value	
88	Dairy Free Cheese	Daiya / Kraft (Tie)		Violife
89	Dessert Mixes / Fillings	Betty Crocker	Duncan Hines / Jell-O (Tie)	
90	Easter Chocolate	Hershey's / Cadbury (Tie)		Reese's
91	Eggs	Eggland's Best		
92	Espresso Coffee (Whole Bean / Ground)	Starbucks	Folgers	
93	Flour	Gold Medal	Pillsbury	
94	Frozen Fish	Gorton's		
95	Frozen Pie Shells	Pillsbury		
96	Frozen Pizza	DiGiorno	Red Baron	
97	Frozen Potato Products	Ore-Ida		
98	Ginger Ale	Canada Dry	Schweppes	Seagram's

99	Hazelnut Spread	Nutella		
100	Jerky	Jack Link's	Slim Jim	
101	Ketchup	Heinz		
102	Milk Chocolate Bar	Hershey's		
103	Oat Plant-Based Beverage	Oatly!	Planet Oat / Silk (Tie)	
104	Oatmeal	Quaker		
105	Peanut Butter	Jif	Skippy	Peter Pan
106	Plant-Based Meat Alternative	Beyond Meat	Morning Star Farms / Impossible (Tie)	
107	Plant-Based Yogurt	Silk	Chobani	Yoplait
108	Potato Chips	Lay's		
109	Premade Cooking Sauce / Marinade	Prego	Ragu	
110	Premium Ground Coffee (Non-Espresso)	Folgers	Starbucks	
111	Premium Ice Cream	Breyers	Ben & Jerry's	
112	Private Label Brand for Value	Great Value		
113	Rehydration Drink	Gatorade	Powerade	
114	Rice	Ben's Original	Minute Rice	
115	Sparkling Water	Lacroix / Sparkling Ice (Tie)		Perrier
116	Tea	Lipton		
117	Tortilla Chips	Tostitos	Doritos	
118	Tortilla Wraps	Mission		
119	White Bread	Wonder	Sara Lee	
120	Whole Grain Bread	Sara Lee	Dave's Killer Bread	
121	Whole Grain Crackers	Wheat Thins	Triscuit	Ritz
122	Yogurt	Yoplait	Chobani	

BEAUTY & PERSONAL CARE				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>

123	Anti-Aging Skin Care Products	Olay		
124	Body Moisturizer	Dove / Aveeno / Jergens (Tie)		
125	Concealer	CoverGirl / Maybelline (Tie)		e.l.f.
126	Cotton Swab	Q-Tips		
127	Electric Toothbrush	Oral-B	Philips Sonicare	Colgate
128	Face Cleanser	Neutrogena / Cerave (Tie)		
129	Face Moisturizer	Olay	Cerave	
130	Face Primer	e.l.f.		
131	Face Wipes	Neutrogena		
132	Lip Color	Revlon	Maybelline / Cover Girl / L'Oréal (Tie)	
133	Mascara	Maybelline	Cover Girl / L'Oréal (Tie)	
134	Men's Deodorant/Antiperspirant	Old Spice	Degree	Dove / Axe (Tie)
135	Men's Hair Color	Just For Men		
136	Men's Shaving	Gillette		
137	Micellar Water	Garnier		
138	Mouthwash	Listerine	Crest / Scope (Tie)	
139	Self-Tanner	Jergens		
140	Shampoo & Conditioner	Suave	Head & Shoulders / Pantene (Tie)	
141	Teeth Whitening	Crest	Colgate	
142	Water Flosser	Waterpik	Oral-B	
143	Whitening Toothpaste for Sensitive Teeth	Sensodyne / Crest (Tie)		Colgate
144	Women's Deodorant/Antiperspirant	Secret	Dove	Degree

145	Women's Hair Color	L'Oréal	Revlon / Clairol (Tie)	
146	Women's Shaving	Gillette	Schick / Bic (Tie)	

OVER-THE-COUNTER HEALTH				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
147	Acne Patch	Hero		
148	Acne Treatment Subscription	Proactiv		
149	Adult Multivitamin	Centrum	One A Day	
150	Adult Sunscreen	Coppertone	Banana Boat / Neutrogena (Tie)	
151	Allergy Eye Drops	Visine	Clear Eyes	
152	Allergy Relief	Benadryl / Claritin (Tie)		Zyrtec
153	Bandages	Band-Aid		
154	Black Elderberry Products	Sambucol		
155	Blood Glucose Monitor	OneTouch	Freestyle / Accu- Chek (Tie)	
156	Cold Sore Remedy	Abreva	Carmex	
157	Collagen Powder	Vital Proteins		
158	Common Headache Relief	Tylenol	Advil	
159	Contact Lenses	Acuvue	Bausch + Lomb	
160	Cough Drops/Lozenge	Halls	Ricola	
161	Denture Adhesive	Fixodent	Poligrip	
162	Feminine Hygiene Pads	Always	U By Kotex	
163	Fiber Supplement	Metamucil	Benefiber	
164	Hair Regrowth Products	Rogaine		
165	Hair Removal	Nair		
166	Heart Health Supplement	Nature Made		
167	Heartburn Relief	Tums		
168	Joint Health Supplement	Osteo Bi-Flex		
169	Laxative	Miralax / Dulcolax (Tie)		Ex-Lax
170	Memory Support Supplement	Prevagen		

171	Migraine Headache Relief	Excedrin	Tylenol	
172	Nasal Spray	Flonase	Afrin	Vicks Sinex
173	Oral Back Pain Relief	Tylenol	Aleve / Advil (Tie)	
174	Pain Relief Patch	Salonpas	Icy Hot	
175	Pregnancy Test	Clearblue	First Response	
176	Tampons	Tampax	Playtex / U By Kotex (Tie)	
177	Upset Stomach Relief	Pepto-Bismol	Tums	
178	Yeast Infection Medication	Monistat		

BABY & KIDS				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
179	Baby and Kids Laundry Detergent	Dreft	All	
180	Baby Gear	Graco		
181	Baby Monitor	VTech	Nanit	
182	Baby Wash / Shampoo	Johnson's Baby	Baby Dove / Aveeno Baby (Tie)	
183	Baby/Toddler Feeding Products	Gerber	Munchkin	
184	Breast Pump	Medela	Spectra	
185	Children's Cough Medicine	Children's Tylenol	Children's Robitussin / Zarbee's Naturals (Tie)	
186	Children's Thermometer	Vicks / Braun (Tie)		
187	Diapers	Pampers	Huggies	
188	Dolls	Barbie		
189	Infant / Baby Feeding Products	Dr. Brown's	Philips Avent / Gerber (Tie)	
190	Natural Baby Care	Johnson's Baby	Aveeno Baby	
191	Nursing Pads	Lansinoh		
192	Organic Baby Food	Gerber		

193	Toys	Fisher-Price	Lego	
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AUTOMOTIVE				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
194	Auto Brake Service Provider (Non-Dealer)	Midas		
195	Auto Insurance Provider	State Farm	Progressive / Geico (Tie)	
196	Auto Muffler Service Provider (Non-Dealer)	Midas	Meineke	
197	Auto Rental Company	Enterprise	Hertz	Avis
198	Car Detailing Products	Armor All	Meguiar's	
199	Extended Auto Warranty (Non-Manufacturer)	CarShield		
200	Gas Station	Shell		
201	Oil and Lube Change Service	Jiffy Lube		
202	Tire Sales & Service	Discount Tire (America's Tire)	Goodyear	
203	Tires	Goodyear	Michelin	Firestone
204	Windshield Repair / Replacement Service	Safelite AutoGlass		

RESTAURANTS & RETAIL				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
205	Convenience Store	7-Eleven		
206	Conventional Grocery Store (Midwest)	Kroger	Walmart / Meijer (Tie)	
207	Conventional Grocery Store (Northeast)	ShopRite	Stop & Shop	
208	Conventional Grocery Store (South)	Kroger / Publix (Tie)		Walmart
209	Conventional Grocery Store (West)	Safeway		
210	Department Store for Fashion	Kohl's/ Macy's (Tie)		
211	Dollar Store	Dollar Tree	Dollar General	Family Dollar

212	Grocery Store for Affordable Baby Products	Walmart		
213	Grocery Store for Affordable Gluten Free Products	Walmart		
214	Grocery Store for Affordable Natural & Organic Products	Whole Foods Market / Trader Joe's (Tie)		Walmart
215	Grocery Store for Affordable Wine	Walmart		
216	Grocery Store for Low Prices / Affordability - (Midwest)	Aldi	Walmart	Kroger
217	Grocery Store for Low Prices / Affordability (Northeast)	Aldi	Walmart	Shoprite
218	Grocery Store for Low Prices / Affordability (South)	Walmart	Aldi	Kroger
219	Grocery Store for Low Prices / Affordability (West)	Walmart	Winco	
220	Grocery Store for Natural & Organic Food	Whole Foods Market	Trader Joe's	Sprouts Farmers Market
221	Grocery Store for Pickup and Delivery (Midwest)	Walmart	Kroger	
222	Grocery Store for Pickup and Delivery (Northeast)	Walmart		
223	Grocery Store for Pickup and Delivery (South)	Walmart	Kroger	
224	Grocery Store for Pickup and Delivery (West)	Walmart		
225	Juice and Smoothie Bar	Jamba	Smoothie King / Tropical Smoothie Cafe (Tie)	
226	Mattress Retailer	Mattress Firm		

227	Online Retailer for Pet Supplies	Chewy	Amazon / PetSmart (Tie)	
228	Quick Service Restaurant for Burgers	McDonald's	Burger King	Wendy's
229	Quick Service Restaurant for Pizza	Domino's	Pizza Hut	Little Caesars
230	Quick Service Restaurant for Sandwiches	Subway	Mcdonald's	
231	Restaurant Chain for Chicken	KFC	Chick-fil-A	Popeyes
232	Retailer of Camping Gear	REI	Bass Pro Shops & Cabela's	
233	Retailer of Hunting & Fishing Gear	Bass Pro Shops & Cabela's		
234	Small Format Grocery Store	Aldi		

SERVICES				
#	<u>CATEGORY</u>	<u>RANK #1</u>	<u>RANK #2</u>	<u>RANK #3</u>
235	Airline Rewards Credit Card	Delta	Southwest / American Airlines / United (Tie)	
236	Bank for Personal Banking	Chase		
237	Cashback Credit Card Provider	Discover / Capital One (Tie)		Chase
238	Cellular Service Provider	T-Mobile / Verizon (Tie)		AT&T
239	DNA Testing	Ancestry	23andMe	
240	High Speed Internet Provider	Xfinity	Spectrum	AT&T
241	Home Insurance Provider	State Farm	Allstate	
242	Home Phone Service Provider	AT&T	Verizon	Spectrum / Xfinity (Tie)
243	Home Security Provider	ADT	Ring	
244	Junk Removal Service	1-800-Got-Junk?		

245	Lower Fee Investment Brokerage	Fidelity Investments	Charles Schwab	
246	Meal Kit Delivery Service	HelloFresh		
247	Online Casino	FanDuel		
248	Online Language Learning	Duolingo	Babbel	
249	Online Real Estate Marketplace	Zillow	Realtor.com	
250	Online Sports Book	DraftKings	FanDuel	
251	Parcel Delivery Service	UPS	USPS / FedEx (Tie)	
252	Pharmacy	CVS Pharmacy	Walgreens Pharmacy	
253	Real Estate Agency	RE/MAX		
254	TV Service Provider	Xfinity	Spectrum	
255	Website Builder	Wix	GoDaddy	
256	Weight Loss Program	WW (Weight Watchers)		

How winners are determined

26,646 qualified American shoppers determined the 2024 *BrandSpark Most Trusted Awards* winners in 256 individual categories, through 182,080 top-of-mind **unaided responses** for the brand they trust most in product categories they shop, retailers they shop, and services they use. The brand voted most trusted is listed as Rank #1 and any brand Ranked 1-3 is considered a "Top 3 Trust Leader". Ties are declared when the margin of trust share is less than 3% from another brand. Brands must exceed a minimum threshold of 10% of unaided citations to be included in the list.

The Program is in its 11th year in the United States and Canada, and this is the second year of UK results. The *BrandSpark Most Trusted Awards* continue to set the standard for highly credible consumer-voted awards.

About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the insights they need to understand the omnichannel shopper, refine their strategic brand positioning, build consumer trust and improve the success of their new product launches.

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For further information, interview requests, or complimentary trust insights from the *BrandSpark American Trust Study*, please contact:

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