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**Here are America's most trusted consumer brands for 2019**

**The 6<sup>th</sup> annual BrandSpark Most Trusted Awards winners in 118 categories announced**

**NEW YORK, NY (April 18, 2019)** – Leading market research firm BrandSpark International today announced the 2019 winners of the BrandSpark Most Trusted Awards (“BMTA”). The winners are the result of a nationwide survey of consumer trust in the United States, compiling opinions and insight from more than 12,800 Americans. Voters provided 61,000 top-of-mind opinions to identify which brands Americans trust most in 118 categories in which consumers are regularly faced with purchase decisions, including 75 newly-measured ones. Now in its 6<sup>th</sup> year, the research-based awards program determines winners exclusively by the unaided responses of shoppers.

**Consumers seek out brands worthy of their trust**

In an age of endless options, the BrandSpark Most Trusted Awards help consumers identify the brands they can trust based on the real experiences of other consumers.

Winning brands can be easily identified by the purple BrandSpark Most Trusted Award seal.

“With just 1 in 2 shoppers loyal to recognizable name brands, marketers must remind shoppers of the trust and value of their brand in order to retain that loyalty,” says Robert Levy, President and CEO of BrandSpark International. “The Most Trusted Award seal allows brands to clearly communicate the significant trust and connection they have fostered with shoppers over time.”

**The BMTA logo drives purchase decisions**

A poll of an independent panel of American shoppers showed that the BrandSpark Most Trusted seal positively impacts purchases in categories as diverse as beauty, household care, over-the-counter health, appliances & home goods, and services. The independent panel also revealed that if consumers saw the BMTA logo tied to a brand they had not purchased before, 7 in 10 would be encouraged to try it.

When the BMTA logo was featured next to winning brands on a popular shopping app in a real-market test, the logo increased purchase conversion by an average of 6-15 percent.

“In addition to many new categories, this is the first year that parents have been specifically surveyed about the Baby & Kids brands they trust the most, creating a valuable new resource for parents,” says Adam Bellisario, Program Director of the BrandSpark Most Trusted Awards.

### What drives brand trust?

“In order to establish trust, the top brands repeatedly meet consumer expectations with great product and service experiences. The best of these brands are able to build on that foundation of trust and create meaningful innovation while maintaining strong value and consistent quality,” says Levy. “Reinforcing consumer trust is especially critical today, when consumers have more choices available than ever before.”

### Brands communicate their Most Trusted Award wins

Leading brands such as Egghand’s Best use the BMTA seal in their PR and marketing campaigns.

“Egghand's Best is very proud to be recognized as America’s Most Trusted egg brand— for five years in a row! We let consumers know by including the BrandSpark Most Trusted purple logo on millions of our egg cartons nationally,” says David Holdsworth, Vice President of Marketing at Egghand’s Best.

### BrandSpark Most Trusted Awards 2019 Winners

The 2019 winners are listed below. Full details can be found at: [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com).

\* = Newly measured category

Food	
CATEGORY	WINNER
*Artisan Flatbread	Stone Fire
Eggs	Egghand's Best
Food Bags	Ziploc
Food Containers	Rubbermaid
Frozen Fish	Gorton's Seafood
*Jerky	Jack Link's
*Plastic Food Wrap	Glad
*Private Label Food Brand	*Great Value (Walmart)
Vegetable-based Buttery Spread	Country Crock

Health & Beauty	
CATEGORY	WINNER
Anti-Aging Skin Care	Olay
*Anti-Dandruff Shampoo	Head & Shoulders
*Back Pain Relief	Aleve
Denture Adhesive	Fixodent
*Denture Cleanser	Polident
Dry Lip Relief	ChapStick
*Eczema Relief	Aveeno
Hair Regrowth	Rogaine
Hair Removal	Nair
*Joint Care Supplement	Osteo Bi-Flex
Laxative	MiraLAX
Liners / Pads	Always
Lip Color	Revlon
Men's Shaving	Gillette
Men's Skin Care	Dove Men+Care
*Micellar water	Garnier
*Nasal Spray	Flonase
*Natural Cosmetics	Burt's Bees
*Natural Skin Care	Aveeno
*Pregnancy Test	First Response
Probiotic Supplement	Culturelle
Scar & Stretchmark Reduction	Mederma
Tampons	Tampax
Teeth Whitening	Crest
Woman's Hair Color	Clairol   L'Oréal (tie)
Women's Shaving	Gillette
Yeast Infection Medication	Monistat

Baby & Kids (Voted By Parents)	
CATEGORY	WINNER
*Baby Bottle	Dr. Brown's
*Baby Eczema Relief	Aveeno
Baby Food (Puree)	Gerber
Baby Formula	Enfamil
*Baby Laundry Detergent	Dreft
*Baby Lotion	Johnson's Baby
*Baby Monitor	Motorola   V Tech (tie)
Baby Wash/Shampoo	Johnson's Baby

*Breast Pump	Medela
*Car Seat	Graco
*Children's Thermometer	Braun
Children's Toothpaste	Crest
Children's Vitamin	Flintstones
*Diaper Rash Cream	Desitin
Diapers	Pampers
*Natural Baby Care Products	The Honest Company
*Nursing Pad	Lansinoh
*Stroller	Graco
Training Pants	Huggies Pull Ups

Home Goods	
CATEGORY	WINNER
*Air Purifier	Dyson   Honeywell (tie)
*Bakeware	Pyrex
*Barbecue/Grill	Weber
*Blender	Ninja
*Blood Pressure Monitor	Omron
*Blood Sugar Monitor	OneTouch
*Camera	Canon
*Cookware	Calphalon
*Dehumidifier	Frigidaire
*Dishwasher	Whirlpool
*Furnace Air Filter	Filtrete
*Humidifier	Vicks
*Kitchen Knives	Zwilling J.A. Henckels
*Laptop	HP
*Lawn Mower	John Deere
*Mattress in a box	Casper   Sealy   Serta (tie)
*Microwave Oven	GE
*Oven/Range	GE
*Power tools	DeWalt
*Printer	HP
*Refrigerator	Whirlpool
*Single Serve Coffee Maker	Keurig
*Smart Television	Samsung
*Smart Thermostat	Nest
Vacuum	Shark
*Washer/Dryer	Maytag   Whirlpool (tie)

Household	
CATEGORY	WINNER
*Bath & Shower Cleaner	Scrubbing Bubbles
Bathroom Tissue	Charmin
Cat Litter	Purina
Dishwasher Detergent	Cascade
*Drain Cleaner	Drano
*Dryer Sheets	Bounce
Fabric Softener	Downy
Flea & Tick Prevention	Bayer   Frontline (tie)
Floor Cleaner	Swiffer
*Glass Cleaner	Windex
*Insect Control	Raid
Insect Repellent	OFF!
Laundry Detergent	Tide
*Laundry Detergent for Delicate Fabrics	Woolite
*Laundry Detergent for Sensitive Skin	Tide
Laundry Stain Remover	Shout
Multi-purpose Cleaner	Lysol
Paint	Behr
*Shoe/Boot Polish	Kiwi
*Toilet Bowl Cleaner	Lysol
*Wood Surface Care	Pledge

Services	
CATEGORY	WINNER
*Auto Insurance	State Farm
*Car Rentals	Enterprise
*Courier Service	Fedex   UPS (tie)
Gas Station	Shell
*Home Alarm Service	ADT
*Home Insurance	State Farm
*Internet Service	Comcast   Spectrum (tie)
*Life Insurance	MetLife   State Farm (tie)
*Mobile Telecom Service	Verizon
*Online Automobile Classifieds	Auto Trader
*Online Event Ticket Sales	Ticketmaster
*Online Flight Booking	Expedia
*Online Health Information	Web MD
*Online Hotel Booking	Expedia
*Real Estate Services	RE/MAX

## How winners are determined

More than 12,800 American shoppers determined the BrandSpark Most Trusted Awards winners for 2019 through their top-of-mind unaided responses for categories in which they shop. The results are ranked based on the greatest volume of mentions and ties are declared if the margin of victory is within 2%. BrandSpark also gathers insights regarding the drivers of trust and brand trust dynamics across the categories studied, along with tens of thousands of consumer testimonials.

To view all of the BMTA winners, visit [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com).

## About BrandSpark International

Founded in 2001, BrandSpark International combines real world consumer insight with marketing credentials and services. **BrandSpark Insights** decodes the consumer omni-channel decision-making process and quantifies the impact of brand trust in order to inspire brand and shopper strategy. **BrandSpark Marketing Services** runs major consumer product awards programs Best New Product Awards and BrandSpark Most Trusted Awards, and also consumer product endorsement and amplification platform, Shopper Army. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com).

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