



BrandSpark International Announces Most Trusted Consumer Product Brands for 2021

The BrandSpark Most Trusted Awards Given Across 167 Consumer Product Categories Based on Survey of 17,990 Consumers

NEW YORK, NY (February 23, 2021) – Leading market research firm BrandSpark International today announced the 2021 winners of the BrandSpark Most Trusted Awards (“BMTA”) for everyday consumer product brands. The winners were selected based on a survey of 17,990 U.S. shoppers who shared their thoughts on which brands they trust the most and reasons for that trust.

The BrandSpark Most Trusted Awards program helps shoppers make purchase decisions and identify brands they can trust based on the experience of thousands of other consumers. “With the pandemic and fragile economy, consumers are more cautious than ever about what they are bringing into their homes,” said Robert Levy, President and CEO of BrandSpark International. “So, right now, building a bridge of trust is more important than ever for brands. The BrandSpark Most Trusted Awards seal has been a visual reminder of that trust for 8 years. It underscores that other shoppers trust the brand and helps build trust with new consumers to ultimately drive purchase.”

For the second year, BrandSpark has partnered with premier news magazine brand Newsweek to help drive awareness of these award-winning brands. The partnership will include features of the winners in print and digital formats, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content.

Highlights of the 2021 BMTAs and the BrandSpark Trust Study include:

- Awards are given in 167 Consumer Product categories
- 87 new categories were studied this year, 17 of which were OTC/Health categories as trust in OTC products continues to be extremely important
- The most important drivers of brand trust are: providing sufficiently detailed information about products, being transparent about how products are made, offering consistent fair pricing, and responding quickly to issues
- Americans continue to be more loyal to the brands they trust. 47% say they are loyal to brand names vs. 44% a year ago and 40% in 2017 and 2018.
- Americans are also doing a lot more shopping online, where they are encountering new brands to compare with past favorites. 32% are making purchases online at least once a week vs. 27% a year ago, which can lead to increased brand switching

- Manufacturer Procter & Gamble had the most brand wins with 21 total, 7 wins in Laundry categories alone

The BrandSpark Most Trusted Awards 2021 winners are listed below. See details at www.BrandSparkMostTrusted.com. * = new category

Baby & Kids	
Category	Winning Brand
Baby Laundry Detergent	Dreft
Baby Lotion	Johnson's Baby
Baby Monitor	VTech
Baby Probiotics	Culturelle
Baby Toys*	Fisher Price
Baby Wash / Shampoo	Johnson's Baby
Breast Pump	Medela
Children's Allergy Medicine	Benadryl
Children's Cough Medicine*	Tylenol
Children's Learning Toys*	Fisher Price / LeapFrog (tie)
Children's Thermometer	Braun
Children's Vitamins	Flintstones
Diaper Bag*	Skip Hop
Diaper Rash Cream	Desitin
Diapers	Pampers
Dolls*	Barbie
Nipple Cream*	Lansinoh
Nursing Pads	Lansinoh
Nursing Pillow*	Boppy
Playpen/Playard*	Graco

Food & Beverage	
Category	Winning Brand
All-Purpose Flour*	Gold Medal
Alternative Flour (Non-Wheat) *	Bob's Red Mill
Artisan Flatbread	Stonefire
Avocado Oil*	Chosen Foods
Better-For-You Frozen Dessert*	Halo Top
Butter	Land O'Lakes
California Wine*	Robert Mondavi
Canned Seafood*	StarKist
Chocolate	Hershey
Chocolate Chips*	Nestle

Cocoa Powder*	Hershey
Coconut Oil (Cooking) *	Nutiva
Coconut Water*	Vita Coco
Cooking Oil Spray	Pam
Cooking Stock/Broth*	Swanson
Dairy Free Cheese*	Daiya
Eggs	Eggland's Best
Flavored Water Enhancer*	MiO
Frozen Fruit*	Dole
Frozen Pie Shells*	Pillsbury
Frozen Potato Products	Ore-Ida
Frozen Vegetables*	Birds Eye
Honey*	Sue Bee
Hot Sauce	Frank's RedHot
Iced Tea*	Lipton
Instant Noodles*	Nissin
Jerky	Jack Link's
Lunch Kits*	Lunchables
Mustard	French's
Non-Alcoholic Beer*	Heineken
Non-Dairy Yogurt*	Silk / Chobani (tie)
Oat Milk*	Oatly
Pasta Sauce	RAGÚ
Pickles*	Vlasic
Plant-Based Meat Alternatives	Beyond Meat / Morningstar Farms (tie)
Ready-to-Drink Smoothies*	Naked
Reduced Calorie Beer*	Bud Light
Salad Kits*	Dole
Salsa*	Pace
Steak Sauce*	A.1.
Taco Kits*	Old El Paso
White Vinegar*	Heinz
Yogurt Drink*	Yoplait/Chobani (tie)

Health & Beauty	
Category	Winning Brand
Acne Treatment System	Neutrogena
Allergy Eye Drops*	Visine
Allergy Nasal Spray*	Flonase
Anti-Aging Skin Care Products	Olay
Back Pain Relief	Tylenol / Aleve (tie)

Blood Glucose Monitors*	One Touch / Accu-Chek (tie)
Blood Pressure Monitors	Omron
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Denture Adhesive	Fixodent
Denture Cleanser	Polident
Diarrhea Medication	Imodium
Ear Pain Relief*	Hyland's
Eczema Cream*	Aveeno
Eye Cream*	Olay
Fiber Supplement	Metamucil
Foot Antifungal Products*	Lotrimin
Hair Regrowth Products	Rogaine
Hair Removal	Nair
Hair Root Touch-Up	Clairol
Hand Sanitizer	Purell
Hemorrhoid Treatment*	Preparation H
Insect Bite/Sting Treatment	OFF!
Immune System Support*	Emergen-C
Laxative	Dulcolax / RestoraLAX (Miralax) (tie)
Lice Treatment*	Nix
Men's Body Wash	Dove Men+Care
Men's Skin Care	Dove Men+Care
Micellar Water	Garnier
Mouthwash	Listerine
Omega 3 Fish Oil Supplements*	Nature Made
Pain Relief Patch*	Salonpas
Probiotic Supplements	Culturelle / Align / Nature's Bounty (tie)
Salon/Professional Shampoo (Over \$10) *	Biolage / Redken / Paul Mitchell (tie)
Sensitive Toothpaste	Sensodyne
Snoring Aids*	Breathe Right
Sore Throat Spray*	Chloraseptic
Sunscreen	Coppertone
Teeth Whitening	Crest
Toothpaste For Gum Health*	Crest
Topical Cough Suppressant*	Vicks VapoRub
Topical Pain Relief Cream/Gel	Icy Hot
Upset Stomach Relief	Pepto Bismol
Wart Removal*	Compound W
Women's Body Wash*	Dove
Yeast Infection Medication	Monistat

Home Goods	
Category	Winning Brand
Barbecue Grill	Weber
Beard Trimmer*	Wahl
Blender	Ninja
Cast Iron Skillets & Pans*	Lodge
Computer Monitor*	Dell
Electric Kettle*	Hamilton Beach
Electric Shaver	Philips Norelco
Electric Toothbrush	Oral-B
Food Processor*	KitchenAid / Cuisinart (tie)
Golf Clubs*	Callaway
Hair Clipper*	Wahl
Mattress	Sealy
Oven/Range	GE
Rice Cooker*	Aroma
Robot Vacuum*	Roomba by iRobot
Slow Cooker	Crock-Pot
Stand Mixer*	KitchenAid
Washer / Dryer	Maytag / Whirlpool (tie)
Wet Dry Vacuum*	Bissell
Windshield Wipers*	Rain-X

Household & Pet	
Category	Winning Brand
Air Freshener Spray*	Febreze
Antibacterial Soap*	Dial
Bath & Shower Cleaner	Scrubbing Bubbles
Cat Food	Purina
Cat Treats*	Temptations
Dental Chews For Dogs*	Greenies
Dishwasher Detergent	Cascade
Disinfecting Wipes*	Lysol / Clorox (tie)
Dog Treats	Milk-Bone
Drain Cleaner	Drano
Dryer Sheets	Bounce
Fabric Refresher*	Febreze
Fabric Softener	Downy
Flea & Tick Prevention	Frontline
Food Storage Bags	Ziploc

Food Storage Containers	Rubbermaid
Glass Cleaner	Windex
Insect Control	Raid
Insect Repellant	OFF!
Laundry Detergent	Tide
Laundry Detergent for Sensitive Skin	Tide
Laundry Scent Booster (In-Wash)	Downy
Laundry Stain Remover	Shout
Laundry Wrinkle Protection	Downy
LED Light Bulbs	GE
Mop And Bucket*	O-Cedar
Multi-Purpose Disinfecting Cleaner	Lysol
Plug-In Air Freshener*	Glade
Premium Adult Dog Food*	Purina (ONE, Pro Plan)
Premium Puppy Food*	Purina (ONE, Pro Plan)
Shoe/Boot Polish*	Kiwi
Shoe/Sneaker Protector*	Kiwi
Sponges*	Scotch Brite
Stainless Steel Cleaner*	Weiman
Toilet Bowl Cleaner*	Lysol
Toilet Paper	Charmin
Water Filtration (Pitchers & Bottles) *	Brita
Wood Surface Care	Pledge

How winners are determined

17,990 American shoppers determined the BrandSpark Most Trusted Awards winners for 2021 through their top-of-mind unaided responses for categories in which they shop. The results are ranked based on the greatest volume of mentions as the most trusted brand in the category (ties are declared if the margin of victory is within 3%).

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 www.BestNewProductAwards.biz and BrandSpark Most Trusted Awards www.BrandSparkMostTrusted.com, and also consumer product endorsement and amplification platform, www.ShopperArmy.com. For more information, visit www.BrandSpark.com. BrandSpark also conducts the Most Trusted Awards annually in Canada.

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Permission and authorization are required in order to reference the BrandSpark Most Trusted Awards win or use the claim or logo.

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