

****For Immediate Release****



BrandSpark Announces 10th Annual Most Trusted Consumer Product and Service Brands in America for 2023

BrandSpark International celebrates 10 years of trust expertise with the release of an extensive list of the brands most trusted by Americans earned across 215 consumer goods and service categories based on a national survey of 19,752 American shoppers representing 116,000 individual brand responses.

NEW YORK, NY – January 24th, 2023 – Market research firm BrandSpark International released their 2023 *BrandSpark Most Trusted Awards* (“BMTA”) winners representing the annual list of the most trusted brands in America. The winning brands were determined by a national survey of 19,752 American shoppers who gave their top-of-mind, independent answers as to which brands they trust most and why in categories they have recently shopped. The 2023 *BrandSpark American Trust Study* is the most extensive study of brand trust across consumer categories, examining 215 product and service categories.

The *BrandSpark Most Trusted Awards* came to life a decade ago with the realization that trust defines the relationship between brands and consumers in good times and more challenging times. “As prices for consumer goods and services have increased substantially over the past number of years due to inflation and supply chain issues, consumers are much more likely to choose brands they trust the most to bring them great quality, service and value even when faced with less expensive alternatives” said Robert Levy, President and CEO of BrandSpark International. “We were very interested to see that major brand names have actually maintained their trust share notwithstanding increased competition from private label brands and other pricing challenges”, Levy concluded.

This year, the *BrandSpark Most Trusted Awards* expanded into the very competitive automotive segment, with categories ranging from windshield repair/replacement, won by Safelite AutoGlass, car battery, won by Diehard, motor oil won by Pennzoil, automotive floor mats, won by WeatherTech and extended auto warranty (non-manufacturer), won by CarShield. “Despite being an experience that roughly 84% of Americans have daily, many consumers have limited knowledge about automotive issues and needs, leading to low familiarity and weak trust scores for many brands in the space,” noted Philip Scrutton, VP of Shopper Insights, BrandSpark. “We saw an opportunity to explore the automotive segment and help consumers identify the brands that other Americans trust,” Scrutton continued.

The Brand Trust-Loyalty Dichotomy

What makes trusted brands the most-shopped in a significant number of categories is the promise that they will deliver on quality and price - the two most significant drivers of trust. While brand trust plays an integral role in purchase decisions, brand loyalty is more nuanced, which gives secondary and even tertiary brands the opportunity to win over new consumers. Just because a brand is Most Trusted at a given moment does not mean that their top spot is necessarily secure. There are several avenues’ brands can take to build a foundation of trust with consumers which can result in taking trust share from the current trust leader. “There is currently an opportunity for brands to attract new consumers with innovations that serve the needs brought about by the changing, more difficult economic landscape,” shared Adam Bellisario, Associate Vice President, BrandSpark Most Trusted Awards. “If a consumer tries a new brand initially because of a promotion and that brand delivers on quality, a key driver of trust, the brand could have a new consumer for life.” Bellisario continued.

Some Notable Winners from the 2023 *BrandSpark Most Trusted Awards*

In technology and related services, a highly competitive category where trust is particularly important, two brands emerged as leaders; T-Mobile and Verizon tied for Most Trusted Cellular Service Provider. “We believe that these brands have an opportunity to prioritize building trust as part of their communications strategy” noted Levy.

Among the top 20 most trusted brands overall, PepsiCo and Procter & Gamble tied with two brands each with the highest trust shares (PepsiCo; Oatmeal: Quaker and Hummus: Sabra); (P&G; Dish Soap: Dawn and Women’s Shaving: Gillette Venus). Heritage brand Quaker scored the highest trust share and margin of trust in the Study. “It is surprising that so far no other real competitor has been able to challenge Quaker leaving it with a substantial trust lead – however we can anticipate potential competition from lower priced private label brands during the upcoming year,” says Levy.

This year the laundry detergent categories were expanded to reflect substantial category innovation serving distinct consumer segments. It was a “clean” sweep for Tide in all five laundry detergent categories.

Procter & Gamble had the most winning brands on the list (23) which include:

- Baby Laundry Detergent: Dreft
- Bathroom Tissue: Charmin

- Denture Adhesive: Fixodent
- Diapers: Pampers (TIE)
- Dish Soap: Dawn
- Dishwasher Detergent: Cascade
- Dryer Sheets: Bounce
- Electric Toothbrush: Oral-B
- Fabric Softener: Downy
- Feminine Hygiene Pads: Always
- Fiber Supplement: Metamucil
- Laundry Detergent: Tide
- Laundry Detergent for Cold Water Washing: Tide
- Laundry Detergent for Deep Cleaning: Tide
- Laundry Detergent for Overall Value: Tide
- Laundry Detergent for Sensitive Skin: Tide
- Laundry Scent Booster (In-Wash): Downy
- Laundry Wrinkle Protection: Downy
- Men's Shaving: Gillette
- Paper Towels: Bounty
- Tampons: Tampax
- Teeth Whitening: Crest
- Women's Shaving: Gillette Venus

Johnson & Johnson accounted for 9 wins in health & personal care:

- Allergy Eye Drops: Visine
- Baby Wash/Shampoo: Johnson's Baby
- Back Pain Relief: Tylenol
- Children's Cough Medicine: Tylenol
- Eye Makeup Remover: Neutrogena
- Face Wipes: Neutrogena
- Hair Regrowth: Rogaine
- Headache Relief: Tylenol
- Mouthwash: Listerine

PepsiCo was a 6-category winner in food & beverage:

- Drink Carbonation System: SodaStream
- Hummus: Sabra
- Oatmeal: Quaker
- Pancake Mix: Pearl Milling Company (formerly Aunt Jemima)
- Rehydration Drink: Gatorade
- Tortilla Chips: Tostitos

Notably, SharkNinja scored four wins in home goods (air fryer (Ninja), deep fryer (Ninja), food processor (Ninja), and vacuum in a tie (Shark)), while Stanley Black & Decker (clothes iron (Black+Decker), toaster

oven (Black+Decker), power tools DeWalt) and Kaz USA (thermostat (Honeywell), space heater in a tie (Honeywell), humidifier (Vicks)) each scored three.

The 2023 *BrandSpark Most Trusted Awards* winners are listed below. See details at www.BrandSparkMostTrusted.com and contact us for more information on any category.*

HOUSEHOLD & PET	
CATEGORY	WINNER
Adhesive Tape	3M (Scotch)
Bathroom Tissue	Charmin
Batteries	Duracell
BBQ Charcoal	Kingsford
BBQ Pellets	Kingsford
Cat Food	Purina
Cat Litter	Purina Tidy Cats
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dog Food	Purina
Dog Treats	Milk-Bone
Dryer Sheets	Bounce
Eco-Friendly Cleaning Products	Seventh Generation / Mrs. Meyer's (TIE)
Fabric Softener	Downy
Flea & Tick Prevention	Frontline
Food Storage Bags	Ziploc
Garbage Bags	Hefty
Insect Control	Raid
Laundry Detergent	Tide
Laundry Detergent for Cold Water Washing	Tide
Laundry Detergent for Deep Cleaning	Tide
Laundry Detergent for Overall Value	Tide
Laundry Detergent for Sensitive Skin	Tide
Laundry Scent Booster (In-Wash)	Downy
Laundry Stain Remover	Shout
Laundry Wrinkle Protection	Downy
Multi-Purpose Disinfecting Cleaner	Lysol
Paint (Interior & Exterior)	Behr
Paper Towels	Bounty

Single Serve Coffee Maker	Keurig
Strong Hold Glue	Gorilla
Toilet Bowl Cleaner	Lysol
Writing Instruments (i.e., Pens, Pencils)	Bic
Yarn for Knitting	Red Heart

HOME GOODS	
CATEGORY	WINNER
Air Fryer	Ninja
BBQ Grill	Weber
Clothes Iron	BLACK+DECKER
Clothes Steamer	Conair
Collectable Figures	Funko Pop!
Deep Fryer	Ninja
Drink Carbonation System	SodaStream
Electric Fan	Lasko
Food Processor	Ninja
Headphones (Over Ear)	Beats / Sony (TIE)
Home Sound System	Bose
Humidifier	Vicks
Luggage	Samsonite
Mattress-In-A-Box	Purple
Portable Cooler	Igloo
Portable Speaker	JBL
Power Tools	DeWalt
Space Heater	Honeywell / Lasko (TIE)
Stand Mixer	KitchenAid
Thermostat	Honeywell
Toaster Oven	Black+Decker
Toys	Fisher-Price
TV	Samsung
Vacuum	Dyson / Shark (TIE)
Washer / Dryer	Whirlpool

FOOD & BEVERAGE	
CATEGORY	WINNER
Baking	Betty Crocker
Bottled Water	Dasani / Aquafina (TIE)
Butter	Land O' Lakes
Canned Fruit	Dole
Canned Seafood	StarKist
Canned Tomatoes	Hunt's

Caramel Candy	Werther's Original
Cereal	Kellogg's
Chicken	Tyson
Cooking Oil Spray	Pam
Cooking Stock / Broth	Swanson
Cottage Cheese	Daisy
Dairy Free Cheese	Daiya
Eggs	Eggland's Best
Espresso Coffee	Starbucks
Frozen Entree	Stouffer's
Frozen Pizza	DiGiorno
Frozen Potato Products	Ore-Ida
Fruit Cups	Dole
Fruit Juice	Minute Maid / Ocean Spray (TIE)
Hot Sauce	Frank's Red Hot
Hummus	Sabra
Ice Cream Bars	Klondike
Jam & Jelly	Smucker's
Jerky	Jack Link's
Low Carb Packaged Foods	Atkins
Milk	Great Value
Mozzarella	Kraft
Oatmeal	Quaker
Organic Bread	Dave's Killer Bread
Pancake Mix	Pearl Milling Company (formerly Aunt Jemima)
Pasta	Barilla
Pasta Sauce	Ragu
Peanuts	Planters
Pepperoni	Hormel
Plant-Based Meat Alternative	Beyond Meat
Popcorn	Orville Redenbacher's
Pork	Smithfield
Premium Crackers	Ritz
Ready-To-Bake Dough	Pillsbury
Refrigerated Salad Dressing	Hidden Valley
Rehydration Drink	Gatorade
Salsa	Pace
Sausages	Jimmy Dean
Seasoning	McCormick
Shredded Cheese	Kraft
Sparkling Water	LaCroix / Sparkling Ice (TIE)
Tortilla (Wraps)	Mission
Tortilla Chips	Tostitos
White Bread	Wonder
Yogurt	Yoplait

HEALTH, BEAUTY & PERSONAL CARE	
CATEGORY	WINNER
Allergy Eye Drops	Visine
Back Pain Relief	Tylenol
Blood Glucose Monitor	OneTouch
Children's Cough Medicine	Children's Tylenol
Collagen Powder	Vital Proteins
Cough Drop	Halls
Denture Adhesive	Fixodent
Electric Toothbrush	Oral-B
Eye Makeup Remover	Neutrogena
Face Wipes	Neutrogena
Feminine Hygiene Pads	Always
Fiber Supplement	Metamucil
Flushable Wipes	Cottonelle
Hair Regrowth Products	Rogaine
Hair Removal (e.g., depilatories)	Nair
Hand Soap	Dial / Softsoap (TIE)
Headache Relief	Tylenol
Jock Itch Relief	Lotrimin
Laxative	Dulcolax
Manual Toothbrush	Colgate
Menopause Supplements	Estroven
Men's Body Hair Trimmer	Wahl
Men's Shaving	Gillette
Micellar Water	Garnier
Migraine Relief	Excedrin
Mouthwash	Listerine
Nasal Spray	Flonase
Pain Relief Patch	Salonpas
Pregnancy Test	Clearblue
Smoking Cessation	Nicorette
Tampons	Tampax
Teeth Whitening	Crest
Toothpaste	Colgate
UTI Prevention	Azo
Women's Shaving	Gillette Venus

BABY & KIDS	
CATEGORY	WINNER
Baby Laundry Detergent	Dreft
Baby Monitor	Vtech

Baby Wash / Shampoo	Johnson's Baby
Breast Pump	Medela
Diapers	Pampers / Huggies (TIE)
Dolls	Barbie

CLOTHING & SPORTING GOODS	
CATEGORY	WINNER
Action Camera	GoPro
Bike Helmet	Schwinn / Bell (TIE)
Electric Scooter (Stand-Up)	Razor
Men's Underwear	Hanes
Jeans	Levi's
Swimming Goggles	Speedo
Stationary Exercise Bike	Peloton
Tennis Racket	Wilson
Treadmill	NordicTrack
Women's Shapewear	Spanx
Yoga Wear	Lululemon

AUTOMOTIVE	
CATEGORY	WINNER
Automotive Floor Mats	WeatherTech
Auto Insurance Provider	State Farm
Automotive Tools	Craftsman
Car Battery	Diehard
Compact Car	Honda / Toyota (TIE)
Crossover SUV	Chevrolet / Ford / Honda (TIE)
Extended Auto Warranty (non-manufacturer)	CarShield
Full-Size Sedan	Chevrolet / Honda / Toyota (TIE)
Fully Electric Automobile	Tesla
Hybrid Gas / Electric Car	Toyota
Large SUV	Chevrolet
Motor Oil	Pennzoil
Online Used Car Dealer	CarMax / Carvana (TIE)
Pickup Truck	Ford
Quick Oil Change Service	Jiffy Lube
Retailer of Auto Parts	AutoZone
Roadside Assistance Provider	AAA
Tire Sales & Service	Discount Tire (America's Tire)

Windshield Repair / Replacement	Safelite AutoGlass
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SERVICES & RETAIL	
CATEGORY	WINNER
Bank	Bank of America / Chase (TIE)
Bank (California)	Bank of America / Chase (TIE)
Bank (Florida)	Bank of America
Bank (New York)	Chase
Bank (Texas)	Bank of America / Chase (TIE)
Cashback Credit Card	Capital One / Discover (TIE)
Cellular Service Provider	T-Mobile / Verizon (TIE)
Food Delivery App	DoorDash
High Speed Internet Provider	Xfinity
Home Insurance Provider	State Farm
Home Phone Service Provider	AT&T
Home Repair Service App / Site	Angi (formerly Angie's List)
Home Security Provider	ADT
Junk Removal Service	1-800-GOT-JUNK?
Large File Sending (non-email)	Dropbox
Lower Fee Investment Brokerage	Fidelity Investments
Loyalty Program	Kroger Rewards
Meal Kit Delivery Service	HelloFresh
No Annual Fee Credit Card	Capital One / Discover (TIE)
Online Restaurant Reservation App / Site	OpenTable
Online Sports Betting	FanDuel / DraftKings (TIE)
Pharmacy	CVS
Real Estate Agency	RE/MAX
Retailer of Hunting & Fishing Gear	Bass Pro Shops & Cabela's
Retailer of Outdoors & Camping Gear	Bass Pro Shops & Cabela's
Self Storage Warehouse	Public Storage / U-Haul (TIE)
Short-term Rental Booking Site	Airbnb
Streaming Service for Children's Content	Disney+
Streaming Service for Quality Content	Netflix
Streaming Service for Sports	ESPN
Travel Rewards Credit Card	Capital One / Chase (TIE)
TV Service Provider	Xfinity
Virtual Meeting / Video Conferencing	Zoom
Weight Loss Program	WW (Weight Watchers)

How winners are determined

In the **2023 BrandSpark American Trust Study**, 19,752 American shoppers determined the *BrandSpark Most Trusted Awards* winners for 2023 through their top-of-mind unaided responses for categories in which they shop and services which they use. 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 is a marketing research firm that uniquely combines real world omni-channel consumer insights with a deep understanding of competitive context, providing our clients with highly actionable insights. We are strategic thinkers and storytellers that fuse our passion for insights with our clients' need to drive results. Our multi-disciplinary, highly responsive team takes a customized consulting approach to solving brand and marketing challenges, refining brand positioning, building consumer trust, and improving success with new product launches.

Newsweek Media Partnership

Newsweek will feature the winners and will offer winning brands unique high-value advertising opportunities for brands anchored by editorial content. The *BrandSpark Most Trusted Awards* has updated its highly influential logo to include the iconic and instantly recognizable *Newsweek* logo to generate even more impact for shoppers and brands.

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