

**\*\*For Immediate Release\*\***



**Newsweek and BrandSpark International announce the 2024, 100% consumer-voted Most Trusted consumer product, retail, and services brands in the UK as voted by UK shoppers**

*The UK Newsweek/BrandSpark Most Trusted Awards survey revealed wins across 163 categories based on a national survey of 13,823 UK shoppers*

**LONDON, UK – January 17<sup>th</sup>, 2024** – Market research and consulting firm BrandSpark International, in partnership with iconic media brand *Newsweek*, has released its 2<sup>nd</sup> edition with the 2024 list of the Most Trusted brands in the UK, as 100% voted on by UK Shoppers. The winning brands were determined in the *BrandSpark International UK Trust Study* through a consumer survey, aggregating the opinions of 13,823 recent category shoppers who provided 86,736 top-of-mind unaided responses on which brands they trust most. BrandSpark has been measuring trust for 11 years, with robust studies in the United States and Canada.

In the highly competitive British market, primary household shoppers have numerous brands from which to choose. The *UK Newsweek/BrandSpark Most Trusted Awards* aim to assist consumers in making more informed purchase decisions and brands in communicating to consumers why they should choose their products and services over others. Through extensive research on consumer shopping habits, brand trust health, and consumer market trends since 2001, BrandSpark identified trust as a foundational element in the relationship between brands and shoppers.

The awards program focuses on recognizing and promoting trust as consumers navigate the abundance of choices available. Adam Bellisario, Associate Vice-President of the BrandSpark Most Trusted Awards said, “Our goal is to help the UK shoppers easily navigate an increasingly crowded market of goods and services, and help brands communicate their leadership to consumers.”

This year the winners represent the following segments: Household & Cleaning, Pet Care, Durable Home Goods, Food & Beverage, Beauty & Personal Care, Over-the-Counter Health (OTC), Baby & Kids, Automotive, Restaurants & Retail, and Services. Robert Levy, Founder and President of BrandSpark International shared that “Knowing which brands are trusted the most is important and high levels of trust in a brand are indicative of successfully fulfilling multiple consumer needs such as quality, value, and customer support.”

### **The Expansion to Top 3 Most Trusted Brands**

This year's *UK Newsweek/BrandSpark Most Trusted Awards* revealed the top three ranked brands in most categories where sufficient votes allowed. In segments like Household & Cleaning and Food & Beverage, a clear first-place brand often emerged, accompanied by another brand that maintains a significant trust following. Philip Scrutton, Vice President of Shopper Insights at BrandSpark, described that "While observing shifts in the top ranked Most Trusted brand is always intriguing, it's equally insightful to recognize the second or third brands consumers trust most, showcasing their enduring relationships with consumers. There is also an opportunity for these brands to incorporate trust into their messaging.”

### **Notable Winners from the 2024 *UK Newsweek/BrandSpark Most Trusted Awards***

1. In the highly competitive and innovative Mattress-in-a-Box category, mattress and sleep company “Emma” took the #1 spot for the second time. Emma has successfully leveraged their 2022 win to help them stand out online.
2. Yorkshire Tea broke its 2022 three-way tie for Most Trusted Tea with PG Tips and Tetley, coming out on top.
3. German personal care brand Nivea is widely trusted for face and body care, including winning in both Adult and Kid’s sunscreen categories, where trust is of paramount importance.
4. Consumer packaged goods giant Procter & Gamble dominates in the UK, Canada, and the USA with the most wins from any manufacturer, 28 in the UK, 27 in Canada, and a whopping 58 in the USA. These wins spanned across Household & Cleaning, Beauty & Personal Care, Over-the-Counter Health, Home Goods, and Baby & Kids. Procter & Gamble’s multinational wins speak to the Company’s global strength to deliver on trust drivers.
5. Aside from Procter & Gamble brands, the following brands have secured wins in both the UK and USA BrandSpark Most Trusted Awards:

- Aldi (Supermarket for Low Prices /Affordability);
- Ancestry (DNA Testing);
- Autoglass (Windshield Repair/Replacement Service) – (Belron owns Autoglass in the UK and Safelite Autoglass in the USA);
- Barbie (Dolls);
- Ben’s Original (Rice);
- Clearblue (Pregnancy Test);
- Duolingo (Online Language Learning);
- e.l.f. (Face Primer);
- Frontline (Flea & Tick Prevention);
- Garnier (Micellar Water);
- Gillette (Men’s Shaving);
- Gillette Venus (Women’s Shaving);
- HelloFresh (Meal Kit Delivery Service);
- Just for Men (Men’s Hair Colour);
- L’Oréal (Women’s Hair Colour);
- Listerine (Mouthwash);
- Maybelline (Mascara);
- Oral-B (Electric Toothbrush);
- Raid (Insect Control);
- Weber (Outdoor Barbeque Grill);
- Werther’s Original (Caramel Sweets);
- Wix (Website Builder);

6. Discount supermarket chain Aldi stands out in both the UK and US as a key player in the value for money space, focusing on private label offerings delivering on quality, innovation, and fair price. Aldi won in the following categories in the UK:

- Supermarket for Low Prices / Affordability
- Supermarket for Affordable Baby Products (in a tie)
- Supermarket for Affordable Wine (in a tie)

**The 2024 UK Newsweek/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](http://www.BrandSparkMostTrusted.com).\*

Household & Cleaning				
#	CATEGORY	RANK #1	RANK #2	RANK #3
1	Air Freshener	Febreze	Air Wick	Glade

2	All-Purpose Cleaner	Flash	Dettol	
3	Bathroom Cleaner	Flash	Cif	
4	Broom & Dust Pan	Addis	Vileda	
5	Carpet Cleaner	Vax		
6	Carpet Stain Remover	Vanish	Dr. Beckmann	
7	Dishwasher Detergent	Finish / Fairy (TIE)		
8	Dishwasher Rinse Aid	Finish	Fairy	
9	Disinfectant Spray	Dettol	Flash	
10	Drain Cleaner	Mr Muscle		
11	Dryer Sheets	Lenor		
12	Fabric Conditioner	Lenor	Comfort	
13	Food Storage Bags	Tesco	Asda	
14	Glass Cleaner	Mr Muscle / Windolene (TIE)		
15	Insect Control	Raid		
16	Insect Repellant	Jungle Formula		
17	Kitchen Roll	Plenty	Regina Blitz / Tesco (TIE)	
18	Laundry Detergent	Persil	Ariel / Fairy (TIE)	
19	Laundry Detergent for Sensitive Skin	Fairy	Persil	
20	Laundry Stain Remover	Vanish		
21	Mop and Bucket	Vileda		
22	Multi-Purpose Disinfecting Wipes	Dettol	Flash	
23	Oven Cleaner	Mr Muscle	Oven Pride	
24	Paint	Dulux		
25	Strong Hold Glue	Gorilla		
26	Toilet Tissue	Andrex		
27	Washing Up Liquid	Fairy		

Pet Care				
#	CATEGORY	RANK #1	RANK #2	RANK #3
28	Cat Food	Whiskas	Felix	Purina
29	Cat Litter	Catsan		
30	Cat Treats	Dreamies	Purina / Whiskas (TIE)	
31	Dental Chews for Dogs	Pedigree Dentastix		
32	Dog Shampoo & Conditioner	Bugalugs		
33	Dog Treats	Pedigree	Purina	
34	Dog Vitamins and Supplements	YuMove		

35	Dry Dog Food	Purina	Harringtons / Pedigree (TIE)	
36	Flea & Tick Prevention	Frontline		
37	Pet Stain & Odour Remover	Dr. Beckmann	Vanish	
38	Wet Dog Food	Pedigree	Butcher's	

<b>Durable Home Goods</b>				
<b>#</b>	<b>CATEGORY</b>	<b>RANK #1</b>	<b>RANK #2</b>	<b>RANK #3</b>
39	Air Fryer	Ninja		
40	Air Purifier	Dyson		
41	Cookware	Tefal	Le Creuset	
42	Electric Fan	Dyson		
43	Food Processor	Ninja	Kenwood	
44	Humidifier	Dyson		
45	Mattress	Silentnight	Dreams	
46	Mattress-in-a-Box	Emma		
47	Outdoor Barbeque Grill	Weber		
48	Oven / Range	Hotpoint	Bosch	
49	Portable Speaker	Bose	JBL	Sony
50	Single Serve Coffee Maker	Nespresso / Nescafé Dolce Gusto (TIE)		Tassimo
51	Stand Mixer	Kenwood	KitchenAid	
52	Vacuum	Dyson / Shark (TIE)		Henry
53	Washer / Dryer	Hotpoint / Bosch / Samsung (TIE)		

<b>Food &amp; Beverage</b>				
<b>#</b>	<b>CATEGORY</b>	<b>RANK #1</b>	<b>RANK #2</b>	<b>RANK #3</b>
54	Biscuit	McVitie's		
55	Bottled Water	Evian	Highland Spring	
56	Caramel Sweets	Werther's Original	Cadbury	
57	Chocolate	Cadbury		
58	Chocolate Flavouring Mix	Cadbury	Nesquik	
59	Easter Chocolate	Cadbury	Lindt	
60	Frozen Fish	Birds Eye	Young's	
61	Frozen Pizza	Chicago Town	Goodfella's	

62	Frozen Potato Products	McCain		
63	Fruit Juice	Robinsons / Tropicana (TIE)		Innocent
64	Oat Plant-Based Beverage	Oatly!	Alpro	
65	Plant-Based Meat Alternative	Quorn	Linda McCartney Foods	
66	Premium Ice Cream	Ben & Jerry's	Häagen-Dazs	Carte D'Or
67	Rehydration Drink	Lucozade Sport	Prime	
68	Rice	Ben's Original	Tilda	
69	Tea	Yorkshire Tea	PG tips / Tetley (TIE)	
70	Tortilla Wraps	Old El Paso	Tesco	
71	White Bread	Warburtons	Hovis	
72	Yogurt	Müller	Yeo Valley	

<b>Beauty &amp; Personal Care</b>				
<b>#</b>	<b>CATEGORY</b>	<b>RANK #1</b>	<b>RANK #2</b>	<b>RANK #3</b>
73	Anti-Aging Skin Care Products	L'Oréal / Nivea / Olay (TIE)		
74	Body Moisturizer	Nivea	Dove	
75	Concealer	Maybelline / No7 / Rimmel (TIE)		
76	Electric Toothbrush	Oral-B		
77	Face Cleanser	Nivea / Simple (TIE)		
78	Face Moisturizer	Nivea		
79	Face Primer	e.l.f.		
80	Face Wipes	Simple	Nivea	
81	Lip Colour	No7 / Rimmel (TIE)		
82	Mascara	Maybelline	Rimmel	
83	Men's Hair Colour	Just For Men	L'Oréal	
84	Men's Shaving	Gillette		
85	Micellar Water	Garnier	Nivea / Simple (TIE)	
86	Mouthwash	Listerine	Colgate	Corsodyl
87	Natural Cosmetics	The Body Shop		
88	Self-Tanner	Bondi Sands / Dove (TIE)		St. Tropez / St. Moriz (TIE)

89	Shampoo & Conditioner	Head & Shoulders		
90	Teeth Whitening	Colgate		
91	Water Flosser	Waterpik	Oral-B	
92	Whitening Toothpaste for Sensitive Teeth	Colgate	Sensodyne	Oral-B
93	Women's Hair Colour	L'Oréal	Garnier	Clairol
94	Women's Shaving	Gillette Venus		

<b>Over-the-Counter Health</b>				
<b>#</b>	<b>CATEGORY</b>	<b>RANK #1</b>	<b>RANK #2</b>	<b>RANK #3</b>
95	Adult Multivitamin	Boots / Centrum (TIE)		
96	Adult Sunscreen	Nivea Sun	Boots Soltan	
97	Allergy Relief	Piri		
98	Blood Glucose Monitor	Accu-Chek / Freestyle (TIE)		
99	Cold Sore Remedy	Zovirax		
100	Common Headache Relief	Nurofen		
101	Contact Lenses	Specsavers Easyvision	Acuvue	
102	Denture Adhesive	Fixodent	Poligrip	
103	Feminine Hygiene Pads	Always	Bodyform	
104	Fibre Supplement	Fybogel / Holland & Barrett (TIE)		
105	Hair Regrowth Products	Regaine		
106	Hair Removal	Veet	Nair	
107	Heartburn Relief	Gaviscon	Rennie	
108	Kid's Sunscreen	Nivea Sun	Boots Soltan	
109	Laxative	Dulcolax	Senokot	
110	Migraine Headache Relief	Nurofen	Anadin / Migralve (TIE)	
111	Nasal Spray	Vicks Sinex	Sudafed	
112	Oral Back Pain Relief	Nurofen		
113	Pain Relief Patch	Deep Heat	Nurofen	
114	Pregnancy Test	Clearblue		
115	Probiotic Supplements	Holland & Barrett		
116	Tampons	Tampax		
117	Throat Lozenge	Strepsils	Halls	

118	Upset Stomach Relief	Gaviscon	Rennie	
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Baby & Kids				
#	CATEGORY	RANK #1	RANK #2	RANK #3
119	Baby and Kids Laundry Detergent	Fairy		
120	Baby Monitor	VTech		
121	Baby Wash / Shampoo	Johnson's Baby		
122	Baby Wipes	Pampers	Huggies	
123	Breast Pump	Medela / Tommee Tippee (TIE)		
124	Children's Cough Medicine	Calpol	Benylin for Children	
125	Children's Thermometer	Braun	Boots	Tommee Tippee
126	Dolls	Barbie	Baby Annabell	
127	Nappies	Pampers		
128	Natural Baby Care	Johnson's Baby	Childs Farm	
129	Nursing Pads	Lansinoh	Boots	
130	Organic Baby Food	Ella's Kitchen	Hipp Organic / Organix (TIE)	
131	Toys	Lego	Fisher-Price	

Automotive				
#	CATEGORY	RANK #1	RANK #2	RANK #3
132	Auto Insurance Provider	Aviva / Direct Line (TIE)		
133	Tyre Sales & Service	Kwik Fit		
134	Tyres	Michelin	Pirelli	Goodyear
135	Windshield Repair / Replacement Service	Autoglass	Pilkington	

Restaurants & Retail				
#	CATEGORY	RANK #1	RANK #2	RANK #3
136	Burger Restaurant	McDonald's	Burger King	
137	Conventional Supermarket	Tesco	Sainsbury's	Asda
138	Frozen Foods Retailer	Iceland		



139	Online Health and Wellness Store	Holland & Barrett	Boots	
140	Online Retailer for Pet Supplies	Pets at Home	Amazon	
141	Pharmacy	Boots	Lloyds Pharmacy	
142	Pound Store	Poundland		
143	Small Format Supermarket	Co-op / Tesco (TIE)		
144	Supermarket for Affordable Baby Products	Aldi / Asda (TIE)		Tesco
145	Supermarket for Affordable Gluten Free Products	Tesco	Asda	Sainsbury's
146	Supermarket for Affordable Natural & Organic Products	Tesco		
147	Supermarket for Affordable Wine	Aldi / Tesco (TIE)		Asda / Lidl (TIE)
148	Supermarket for Low Prices / Affordability	Aldi	Lidl	Asda / Tesco (TIE)
149	Supermarket for Natural & Organic Food	Tesco	Sainsbury's / Waitrose (TIE)	
150	Supermarket for Pickup and Delivery	Tesco	Asda	Sainsbury's

Services				
#	CATEGORY	RANK #1	RANK #2	RANK #3
151	Bank for Personal Banking	Barclays / Lloyds Bank (TIE)		Halifax / Nationwide (TIE)
152	Cellular Service Provider	EE	O2 / Vodafone (TIE)	
153	DNA Testing	Ancestry	23andMe	
154	High Speed Internet Provider	BT / Sky / Virgin Plus (TIE)		
155	Home Insurance Provider	Aviva		
156	Home Phone Service Provider	BT	Sky / Virgin Plus (TIE)	
157	Home Security Provider	Ring	ADT	
158	Life Insurance Provider	Aviva	Legal and General	
159	Meal Kit Delivery Service	HelloFresh	Gousto	
160	Online Language Learning	Duolingo		
161	Online Sports Book	Bet365		

162	Website Builder	Wix	Google Sites / WordPress (TIE)	
163	Weight Loss Program	Slimming World / WW (Weight Watchers) (TIE)		

**How winners are determined**

13,823 qualified UK shoppers determined the 2024 UK *Newsweek/BrandSpark Most Trusted Awards* winners in 163 individual categories, through 86,736 top-of-mind **unaided responses** for the brand they trust most in product categories and 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 UK list represents the second year of UK results. The Program is in its 11<sup>th</sup> year in the United States and Canada.

**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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