

1 September 2022

Recommend Rankings 2022

YouGov®

Full report

business.yougov.com

Methodology

The YouGov Recommend Rankings 2022 are calculated using data we collect from members of the public in markets around the globe every day, from our flagship [YouGov BrandIndex](#) tool.

Every brand's performance is tracked daily against a range of metrics, and our Recommend ranking measures the percentage of a brand's customers who would recommend it to a friend or colleague. The rankings data can be further developed with [YouGov Recommend+](#) a fresh approach to understanding consumer advocacy.

Tracking period: June 2021 to May 2022

All brands must have been tracked for at least 6 months to be included in the Rankings, and have been tracked for at least 18 months (as well as being currently tracked) to appear in the Improvers tables.

The scores are representative of the general population of adults, aged 18+.

All Recommend scores are rounded to a single decimal place.

Top 10 Global

YouGov®

YouGov Recommend Rankings 2022: Global

Rank	Brand name	Sum of Assigned points	Count of Region
1	Toyota	56	7
2	Samsung	55	9
3	Netflix	45	7
4	Uniqlo	45	6
5	Mercedes-Benz	44	6
6	Nike	43	9
7	Adidas	41	7
8	Apple	40	8
9	iPhone	34	6
10	Shopee	32	5

Scores show average data from 1 June 2021 to 31 May 2022

02 September 2022

Top Recommended per country

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: United Arab Emirates

YouGov

Rank	Brand name	Score
1	Emirates	91.8
2	iPhone	89.9
3	adidas	89.1
4	Emaar	88.7
5	Nike	88.0
6	Galaxy	87.8
7	Almarai	87.3
8	Etihad Airways	86.4
9	Gucci	85.8
10	Dettol	85.3

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Australia

YouGov

Rank	Brand name	Score
1	Toyota	87.7
2	Brown Brothers	86.6
3	Jack Daniel's	85.0
4	Johnnie Walker	84.9
5	WD-40	84.6
6	Kia	84.5
7	Asahi	84.3
8	Mercedes-Benz	84.0
9	Hyundai	83.5
10	Corona	83.4

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Brazil

YouGov

Rank	Brand name	Score
1	O Boticario	93.3
2	Apple	91.0
3	Airbnb	90.2
4	Natura	89.8
5	Booking.com	89.3
6	Nike	88.5
7	Xbox Game Studios	88.4
8	Samsung	87.9
9	Clear	87.2
10	Sensodyne	86.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Canada

YouGov

Rank	Brand name	Score
1	Stella Artois	87.9
2	Simons	85.9
3	Toyota	85.2
4	Mark's	83.5
5	Costco	83.1
6	Heineken	82.3
7	Subaru	82.0
8	Honda	81.9
9	Expedia	81.6
10	Airbnb	81.6

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: China

YouGov

Rank	Brand name	Score
1	Huawei 华为	89.1
2	LEGO - CITY 乐高-城市系列	86.5
3	Air China 中国国际航空/国航	84.5
4	HP 惠普	84.4
5	Yunnan Baiyao 云南白药	84.0
6	Macbook 苹果笔记本电脑	82.6
7	Bosideng	82.2
8	ERKE 鸿星尔克	81.4
9	Jingdong 京东	81.2
10	Gree 格力	80.4

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Germany

YouGov

Rank	Brand name	Score
1	Too Good To Go	89.6
2	Ecover	86.0
3	Nintendo	85.7
4	engelbert strauss	85.4
5	Baileys	84.8
6	medikamente-per-klick	84.7
7	Breuninger	84.3
8	Weleda	84.3
9	Fielmann	84.0
10	Andechser Natur	83.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Denmark

YouGov

Rank	Brand name	Score
1	Mercedes-Benz	81.4
2	Lærerstandens Brandforsikring	81.0
3	Audi	78.8
4	Toyota	77.3
5	CBB Mobil	75.0
6	Volkswagen	74.5
7	KIA	73.8
8	Oister	73.1
9	Skoda	72.8
10	Spies	72.4

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Egypt

YouGov

Rank	Brand name	Score
1	iPhone	86.3
2	Misr Insurance	82.3
3	Dettol	82.0
4	Cairo Festival City	81.4
5	Dream Park	81.3
6	City Centre Alexandria	81.2
7	Mall of Arabia	80.9
8	Mall of Egypt	80.6
9	AXA	80.6
10	City Centre Almaza	80.1

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Finland

YouGov

Rank	Brand name	Score
1	Fiskars	85.2
2	Iittala	83.7
3	Toyota	82.0
4	Mercedes-Benz	79.3
5	Verkkokauppa.com	78.9
6	Skoda	77.4
7	Volvo	77.3
8	Apple	75.9
9	Arabia	75.7
10	Intersport	75.1

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: France

Rank	Brand name	Score
1	EuropaPark	89.3
2	Puy du Fou	88.6
3	Nintendo	88.0
4	Super Mario Bros.	87.6
5	Caudalie	86.6
6	La Roche-Posay	86.4
7	Michelin	86.0
8	Zoo de Beauval	85.6
9	Moët & Chandon	85.4
10	Michel et Augustin	84.8

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Hong Kong

Rank	Brand name	Score
1	Netflix	79.4
2	HKTVMall	76.9
3	Uniqlo	75.8
4	CHANEL (Personal Care)	75.3
5	CHANEL (Luxury)	75.0
6	Amazon	74.7
7	Nike	74.5
8	SK-II	74.2
9	Adidas	73.4
10	Apple	73.0

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Indonesia

Rank	Brand name	Score
1	Tokopedia	90.2
2	Shopee	88.6
3	Samsung	88.2
4	Apple	87.9
5	Netflix	87.3
6	Garuda Indonesia	87.0
7	BCA	86.6
8	Apple	85.6
9	Indomie	85.4
10	Allianz	84.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Ireland

Rank	Brand name	Score
1	Revolut	89.0
2	Birra Moretti	87.4
3	Guinness	87.1
4	Peroni	84.8
5	Kopparberg	83.4
6	Samsung	80.2
7	Bulmers Original	79.6
8	Netflix	79.4
9	Heineken	78.3
10	Orchard Thieves	78.0

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: India

Rank	Brand name	Score
1	Amazon Prime Video	84.1
2	Netflix	83.1
3	Amul	82.9
4	HDFC ERGO General Insurance	81.1
5	Taj Hotels & Palaces	81.0
6	Dettol Disinfectant	81.0
7	MakeMyTrip	80.8
8	Amazon Prime	80.8
9	iPhone	80.5
10	Google	80.4

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Japan

YouGov

Rank	Brand name	Score
1	Tokyo DisneySEA	79.1
2	Tokyo DisneyLand	77.9
3	Nike	75.6
4	Universal Studios Japan	73.2
5	FANCL	69.4
6	Toyota	69.4
7	Nivea	67.6
8	Band-Aid (Kizu Power Pad)	67.3
9	Adidas	67.3
10	Sony	66.4

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: South Korea

YouGov

Rank	Brand name	Score
1	Nintendo 닌텐도	79.3
2	EA Sports EA 스포츠	75.9
3	Dr.G 닥터지	75.8
4	FIFA	75.2
5	Tylenol 타이레놀	74.9
6	EZN-6 이지엔6	74.2
7	Samsung 삼성	73.8
8	Blizzard 블리자드	71.7
9	PlayerUnknown's Battlegrounds (PUBG) 배틀그라운드	71.5
10	Physiogel (Body) 피지오겔 바디케어	70.7

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Malaysia

YouGov

Rank	Brand name	Score
1	Shopee	88.9
2	Uniqlo	87.8
3	Farm Fresh	85.9
4	Hada Labo	83.7
5	Dettol	83.7
6	Netflix	83.6
7	Adidas	83.2
8	The Body Shop	82.0
9	Xiaomi	81.2
10	Nike	81.2

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Netherlands

YouGov

Rank	Brand name	Score
1	ZLM	87.3
2	KLM Royal Dutch	78.7
3	Sonos	76.1
4	Inshared	75.5
5	Apple	74.5
6	Samsung	74.5
7	NH 1816	74.2
8	Bol	72.8
9	Spotify	72.3
10	Univé	71.6

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Norway

YouGov

Rank	Brand name	Score
1	Toyota	81.5
2	Volvo	80.7
3	Mercedes-Benz	77.1
4	Skoda	76.9
5	Audi	73.9
6	BMW	73.6
7	Zalando	72.2
8	Ving	71.4
9	Obs Bygg	70.0
10	Komplett	69.5

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: New Zealand

YouGov

Rank	Brand name	Score
1	Air New Zealand	85.2
2	Singapore Airlines	75.5
3	AA Life	75.3
4	Burger Fuel	74.2
5	New Zealand Seniors	72.3
6	Emirates	72.0
7	State	70.4
8	Southern Cross	70.3
9	The Coffee Club	69.7
10	Hell Pizza	69.7

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Philippines

YouGov

Rank	Brand name	Score
1	Samsung	88.8
2	Uniqlo	88.2
3	Prulife	87.7
4	BDO Life	86.4
5	Sun Life	86.2
6	AXA	85.0
7	Philippine Airlines	84.6
8	GOMO	84.1
9	Shopee	83.9
10	H&M	83.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Pakistan

Rank	Brand name	Score
1	Samsung	87.7
2	Meezan Bank Limited	87.4
3	Apple	86.4
4	Junaid Jamshed	84.4
5	Dalda	82.0
6	Nestlé Milkpak	81.9
7	Dove	81.9
8	K&Ns	81.8
9	Olpers	81.6
10	Gul Ahmed	81.2

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Poland

YouGov

Rank	Brand name	Score
1	Allegro	85.9
2	Cukiernia Sowa	84.8
3	Adidas	82.8
4	Zalando	80.2
5	Zara	78.7
6	eobuwie.pl	78.2
7	BLIK	78.2
8	Warta	77.9
9	Nike	77.8
10	4F	77.8

Scores show average data from 1 June 2021 to 31 May 2022

YouGov®

YouGov Recommend Rankings 2022

Top 10 Ranked: Saudi Arabia

YouGov

Rank	Brand name	Score
1	Saudia (Saudi Airlines)	88.6
2	Neom	87.0
3	Al Baik	86.0
4	adidas	86.0
5	iPhone	85.0
6	Emaar	83.4
7	Skechers	83.3
8	Nike	83.0
9	Saudia	82.8
10	Galaxy	82.6

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Sweden

YouGov

Rank	Brand name	Score
1	Anamma	81.6
2	Mercedes-Benz	80.3
3	Toyota	79.8
4	Volvo	79.2
5	Audi	76.6
6	BMW	76.1
7	Kia	75.6
8	Västerbottensost	74.8
9	Oumph	74.7
10	Skoda	74.1

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022

Top 10 Ranked: Singapore

YouGov

Rank	Brand name	Score
1	Singapore Airlines	86.6
2	Uniqlo	83.3
3	Amazon Prime	83.1
4	Shopee	80.7
5	Shangri-La	80.5
6	Nike	80.3
7	Netflix	80.2
8	Apple	79.3
9	iPhone	78.6
10	Samsung	77.6

Scores show average data from 1 June 2021 to 31 May 2022

YouGov

YouGov Recommend Rankings 2022 Top 10 Ranked: Turkey

Rank	Brand name	Score
1	Allianz	84.2
2	Amazon Prime	79.6
3	Anadolu Sigorta	78.5
4	Axa Sigorta	77.9
5	Amazon	77.7
6	Mapfre Sigorta	73.8
7	Trendyol	73.0
8	Garanti Emeklilik	72.5
9	AgeSA (AvivaSA)	71.9
10	Sompo Sigorta	71.7

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022 Top 10 Ranked: Taiwan

Rank	Brand name	Score
1	EVA Air 長榮航空	83.3
2	Sebamed 施巴	80.2
3	Cetaphil (Lotion) 舒特膚 (乳液)	79.7
4	Mercedes-Benz 賓士 Benz	79.6
5	Hyatt 君悅飯店	78.5
6	Vaseline (Lotion) 凡士林	77.0
7	LINE Points	75.0
8	Johnson's Baby 嬌生嬰兒	74.5
9	Booking.com	74.2
10	BMW 寶馬	73.6

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022 Top 10 Ranked: UK

Rank	Brand name	Score
1	MoneySavingExpert	88.4
2	Final Fantasy	86.1
3	Assassin's Creed	84.7
4	Bombay Sapphire	82.5
5	TopCashBack	82.4
6	Starling Bank	82.0
7	The LEGO Store	81.8
8	Jet2holidays	81.6
9	Fever-Tree	81.5
10	The North Face	80.9

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: US

Rank	Brand name	Score
1	H-E-B	89.5
2	REI	88.8
3	Trader Joe's	87.4
4	Guinness	86.7
5	Aldi	86.6
6	Stella Rosa	86.5
7	Nintendo	86.5
8	Southern Poverty Law Center	86.3
9	Planned Parenthood	86.2
10	Skechers	86.1

Scores show average data from 1 June 2021 to 31 May 2022

YouGov Recommend Rankings 2022

Top 10 Ranked: Vietnam

Rank	Brand name	Score
1	Vietnam Airlines	86.8
2	Samsung	86.3
3	League of Legends	86.2
4	Biti's	85.8
5	FIFA	85.4
6	Sony Entertainment	84.2
7	Shopee	84.0
8	Uniqlo	83.9
9	Garena	83.0
10	PlayerUnknown's Battlegrounds (PUBG)	83.0

Scores show average data from 1 June 2021 to 31 May 2022

Top Improvers per country

YouGov®

YouGov Recommend Rankings 2022 Top 10 Improvers: Australia

Rank	Brand name	Score	Previous Score	Change in Score
1	HSBC	72.7	63.7	9.0
2	Bankwest	70.1	62.1	8.0
3	REST Super	62.7	54.8	7.9
4	Flight Centre	72.1	65.3	6.9
5	Jetstar	63.9	57.1	6.8
6	Whirlpool	61.8	55.8	6.0
7	HCF	67.9	62.0	6.0
8	Virgin Australia	75.7	69.9	5.8
9	Fetch TV	64.2	58.4	5.8
10	Oppo	76.4	71.3	5.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: China

Rank	Brand name	Score	Previous Score	Change in Score
1	ERKE 鸿星尔克	81.4	54.8	26.6
2	Chow Tai Fook 周大福 Chow Tai Fook	72.5	65.2	7.3
3	Hisense Flatscreen 海信平板电视	72.3	65.4	6.9
4	Minute Maid Pulpy 美汁源果粒橙	53.5	47.1	6.4
5	Beeflower 蜂花	73.3	66.9	6.4
6	Fantawild 方特	74.3	68.6	5.7
7	Luckin Coffee 瑞幸咖啡	67.7	62.2	5.5
8	Anta 安踏	72.0	66.6	5.4
9	Want Want QQ 旺旺QQ糖	55.3	50.0	5.3
10	iPod	71.1	65.9	5.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Germany

Rank	Brand name	Score	Previous Score	Change in Score
1	Continental	78.5	70.3	8.3
2	Santander Consumer Bank	46.3	38.8	7.5
3	Buscopan	75.9	69.9	6.0
4	Softlan	66.4	60.6	5.8
5	Deutsche Bank	47.2	41.6	5.6
6	Galeria	61.4	55.8	5.6
7	Tassimo	67.4	61.9	5.5
8	Consorsbank	60.4	55.1	5.3
9	Ryanair	48.6	43.3	5.3
10	klarmobil.de	66.3	61.2	5.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Denmark

Rank	Brand name	Score	Previous Score	Change in Score
1	DSB S-tog	34.9	31.1	3.8
2	Danske Spil	46.0	42.4	3.6
3	Jyllands-Posten	57.1	54.0	3.1
4	Marabou	57.8	54.9	2.9
5	LinkedIn	39.6	36.7	2.8
6	Ekstra Bladet	21.2	18.5	2.7
7	Beauvais	54.3	51.6	2.7
8	Tulip	40.3	37.6	2.7
9	Discovery+	48.0	45.4	2.6
10	YouSee	40.7	38.1	2.5

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Finland

Rank	Brand name	Score	Previous Score	Change in Score
1	If	51.4	47.2	4.2
2	Kokkikartano	74.9	72.0	2.9
3	OP	56.3	53.8	2.4
4	Klarna	48.5	46.4	2.1
5	Rainbow	43.7	41.6	2.1
6	Oululainen	58.2	56.2	2.1
7	Alepa	31.2	29.3	1.9
8	Pirkka	54.2	52.7	1.5
9	S-Pankki	62.0	60.5	1.5
10	Elisa	53.1	51.9	1.2

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: France

Rank	Brand name	Score	Previous Score	Change in Score
1	Android	61.6	52.8	8.8
2	Free	71.5	63.8	7.8
3	Bouygues Telecom	62.7	55.4	7.3
4	LG	67.8	60.5	7.3
5	Samsung Galaxy Tab	69.6	62.4	7.1
6	Orange	69.8	63.1	6.7
7	SFR	48.7	42.0	6.7
8	Bing	44.7	38.0	6.7
9	Red by SFR	56.8	50.9	5.8
10	Pierre Martinet	59.9	54.4	5.5

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Hong Kong

Rank	Brand name	Score	Previous Score	Change in Score
1	Octopus Rewards	55.5	42.0	13.6
2	Cathay Pacific	56.2	46.5	9.7
3	My Starbucks Rewards	50.1	43.2	6.8
4	Booking.com	65.1	58.5	6.6
5	Twitter	49.7	43.3	6.4
6	ViuTV	57.9	51.6	6.3
7	American Express	51.8	45.9	6.0
8	Tmall	48.8	42.9	5.9
9	MTR	51.5	45.9	5.6
10	McCafé	46.5	41.1	5.4

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Indonesia

Rank	Brand name	Score	Previous Score	Change in Score
1	Microsoft Edge	46.8	36.4	10.4
2	Batik Air	70.0	61.2	8.8
3	WeTV iflix	63.0	54.3	8.7
4	Alfamidi	57.6	50.6	6.9
5	IM3	63.6	56.8	6.9
6	Lottemart	74.1	67.7	6.4
7	Indosat	66.7	60.3	6.4
8	Solaria	69.1	62.8	6.3
9	TikTok	55.3	49.0	6.2
10	XL Axiata	67.0	61.3	5.7

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Ireland

Rank	Brand name	Score	Previous Score	Change in Score
1	Harvey Norman	66.8	62.2	4.6
2	Homestore & More	73.3	69.4	3.9
3	Amazon Prime	65.1	61.7	3.4
4	Littlewoodsireland	58.7	56.1	2.6
5	Booking.com	68.3	66.2	2.0
6	Carlsberg	75.2	73.5	1.8
7	Yahoo	47.8	46.0	1.8
8	Indeed	59.5	58.4	1.1
9	Dunnes Stores	69.6	68.6	1.0
10	ASOS	60.5	59.6	1.0

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Japan

Rank	Brand name	Score	Previous Score	Change in Score
1	JTB	55.1	48.4	6.7
2	MSN	28.0	23.0	5.0
3	Ameba	26.1	21.1	5.0
4	Georgia	42.8	39.4	3.5
5	Mitsui Sumitomo Card	31.0	27.7	3.3
6	Systema	54.7	51.5	3.2
7	Mitsubishi UFJ Nicos	21.1	18.3	2.8
8	Biore	60.7	58.1	2.5
9	iPhone	66.3	63.9	2.4
10	Ayataka	56.7	54.4	2.3

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: South Korea

Rank	Brand name	Score	Previous Score	Change in Score
1	Korean Air 대한항공	68.0	58.5	9.5
2	Del Monte 델몬트	41.7	32.7	8.9
3	Freshian 프레시안	41.6	33.4	8.1
4	Hana Tour 하나투어	57.3	49.5	7.9
5	Pasteur 파스퇴르(Pasteur)	49.1	42.3	6.9
6	Hyundai 현대	49.9	43.1	6.9
7	Oreo 오레오	33.3	26.7	6.6
8	Lotte 롯데푸드(LOTTE FOODS)	30.4	24.0	6.3
9	Good Choice (GR) 여기어때	56.8	50.8	6.0
10	Airbnb 에어비앤비	63.1	57.3	5.8

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Malaysia

Rank	Brand name	Score	Previous Score	Change in Score
1	Lux	70.8	65.9	4.9
2	Malaysia Airlines	79.4	74.7	4.7
3	Mamee	61.7	58.1	3.6
4	AIA	76.6	73.0	3.6
5	Telekom Malaysia Berhad	46.4	42.9	3.6
6	Tokio Marine	63.7	60.6	3.1
7	Skype	51.2	48.2	3.0
8	Mastercard	52.3	49.3	3.0
9	Hong Leong	59.7	56.8	3.0
10	Kit Kat	78.7	75.7	2.9

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Netherlands

Rank	Brand name	Score	Previous Score	Change in Score
1	Bose	71.2	67.8	3.4
2	Nintendo	60.8	57.9	2.9
3	Aldi	51.6	49.2	2.4
4	Amazon	54.0	51.8	2.2
5	Google Home	58.0	56.0	1.9
6	Wikipedia	49.8	48.0	1.9
7	Dirk	63.3	61.4	1.8
8	Lidl	68.0	66.5	1.6
9	Bol	72.8	71.5	1.4
10	Firefox	49.3	48.3	1.0

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Norway

Rank	Brand name	Score	Previous Score	Change in Score
1	Klarna	56.7	50.8	5.9
2	Vitusapotek	51.2	45.4	5.8
3	Apotek 1	53.1	48.0	5.1
4	Norwegian	60.1	55.1	5.0
5	McDonald's	32.6	27.7	4.9
6	Apple	63.2	59.5	3.7
7	Hennes & Mauritz	53.4	49.8	3.5
8	Samsung	68.1	65.6	2.5
9	Vinmonopolet	54.9	52.5	2.4
10	Obs Bygg	70.0	67.8	2.3

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Philippines

Rank	Brand name	Score	Previous Score	Change in Score
1	BDO Life	86.4	78.1	8.3
2	Huggies	74.7	67.8	6.9
3	Prulife	87.7	81.2	6.5
4	Babyflo	69.3	63.2	6.1
5	Happy Skin	66.9	60.8	6.1
6	Carefree	66.5	60.9	5.6
7	Sunsilk (including kids use)	64.6	59.3	5.3
8	Master	75.0	69.8	5.2
9	Johnson's Baby Shampoo	75.7	70.6	5.1
10	Betadine Gargle & Spray	77.1	72.0	5.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Poland

Rank	Brand name	Score	Previous Score	Change in Score
1	Żabka Café	49.4	45.8	3.6
2	Pepco	61.4	58.3	3.1
3	Dino	66.1	64.1	2.0
4	Media Expert	67.5	65.6	1.9
5	OBI	63.9	62.1	1.9
6	Stokrotka	50.5	49.0	1.5
7	Bricomarché	59.7	58.4	1.3
8	Allegro	85.9	84.6	1.3
9	Warta	77.9	77.0	0.9
10	empik.com	77.7	77.0	0.8

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Sweden

Rank	Brand name	Score	Previous Score	Change in Score
1	Lönneberga	61.3	53.0	8.3
2	Skogaholm	59.6	52.5	7.1
3	Valio	64.2	58.4	5.8
4	AMF	41.1	36.5	4.6
5	Heinz	63.4	58.9	4.5
6	Nordea	40.4	36.0	4.4
7	KPA Pension	31.8	28.3	3.5
8	Pepsi Max	59.6	56.8	2.8
9	Oatly	66.2	63.4	2.8
10	Expressen	22.3	19.6	2.7

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Singapore

Rank	Brand name	Score	Previous Score	Change in Score
1	Toast Box	49.4	45.1	4.3
2	Today	41.6	37.8	3.7
3	iPad	70.7	67.0	3.7
4	BreadTalk	40.4	36.7	3.7
5	Singapore Post	53.7	50.6	3.1
6	Singapore Zoo	72.5	69.7	2.9
7	Go-Jek	62.3	59.7	2.6
8	Marina Bay Sands (excluding Casino)	58.0	55.7	2.3
9	Calbee	68.5	66.3	2.2
10	Starbucks	60.0	57.9	2.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Thailand

Rank	Brand name	Score	Previous Score	Change in Score
1	VietJet Air	62.0	51.9	10.1
2	Black Canyon	71.8	62.6	9.2
3	Feather	66.3	57.2	9.0
4	AXA	68.9	60.3	8.5
5	Lion Air	70.1	62.2	7.8
6	12 plus	68.5	61.0	7.5
7	Clean & Clear	74.5	67.1	7.4
8	Lotus's go fresh	65.8	58.6	7.2
9	Mondahmin Mouthwash	74.9	67.8	7.1
10	Oishi	72.8	65.9	7.0

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Taiwan

Rank	Brand name	Score	Previous Score	Change in Score
1	Eslite Membership card 誠品會員卡	59.4	51.1	8.3
2	Shin Kong Mitsukoshi member card 新光三越會員卡	49.2	42.0	7.2
3	LINE Points	75.0	71.4	3.6
4	Johnson's Baby 嬌生嬰兒	74.5	71.1	3.3
5	China Airlines 中華航空	71.8	68.7	3.1
6	Taipei Fubon Commercial Bank 台北富邦銀行	50.0	47.3	2.6
7	MOS card 摩斯卡 (摩斯漢堡)	54.8	52.3	2.5
8	EVA Air 長榮航空	83.3	80.8	2.5
9	Honda 本田	68.8	66.5	2.3
10	First Commercial Bank 第一銀行	41.3	39.0	2.2

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: UK

Rank	Brand name	Score	Previous Score	Change in Score
1	British Airways	65.3	55.9	9.5
2	Sun Life	57.7	49.4	8.3
3	Simple	79.7	71.4	8.2
4	Ryanair	33.7	27.0	6.8
5	Goldman Sachs	57.8	51.3	6.5
6	More4	44.9	39.0	5.9
7	CBBC	52.5	46.8	5.7
8	BT Broadband	46.0	40.6	5.4
9	Whirlpool	43.9	38.9	5.1
10	Northern Rail	27.3	22.3	4.9

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: US

Rank	Brand name	Score	Previous Score	Change in Score
1	Goodyear	77.0	69.1	7.9
2	Fox News Channel	65.1	57.4	7.7
3	Epic Games	72.4	64.8	7.6
4	Google Meet	68.2	60.8	7.4
5	White Castle	65.5	58.2	7.3
6	Curad	74.5	68.0	6.5
7	Brother	73.2	66.9	6.3
8	OfferUp	63.7	57.5	6.2
9	Experian	48.2	42.2	6.0
10	Golden Corral	78.1	72.4	5.7

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

YouGov Recommend Rankings 2022 Top 10 Improvers: Vietnam

Rank	Brand name	Score	Previous Score	Change in Score
1	BaoViet Life	71.0	62.5	8.4
2	MB	81.0	74.2	6.7
3	VP Bank	65.4	58.9	6.5
4	Dong A Bank	63.2	57.0	6.2
5	GrabPay	62.2	56.1	6.1
6	ZaloPay	71.4	65.7	5.7
7	Poca	64.7	59.2	5.5
8	Danisa	78.1	73.6	4.5
9	Siêu thị Saigon Co-op	76.4	72.3	4.1
10	FPT shop	78.7	74.7	4.1

Scores show average data from 1 June 2021 to 31 May 2022 compared to 1 June 2020 to 31 May 2021

Thank you

YouGov®

YouGov, 2022, all rights reserved. All materials contained herein are protected by copyright laws.

Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited.

This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided.

We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.

business.yougov.com