

GLOBAL



YouGov's Best Global Brands 2025

Discover the top performing global brands over the last 12 months, with country-specific deep dives for 10 key markets.

[/Research Reality](#)



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Introduction

Brands have never been more important — and in today's dynamic marketplace, where consumer sentiment can make or break a company's success, understanding brand perception is imperative.

For the past two decades, YouGov has been speaking to consumers on a daily basis to understand the reality of how they feel about brands across a range of core measures. Using this quality data, this report showcases the global leaders that have earned the highest customer scores based on average Impression, Quality, Value, Satisfaction, Recommend and Reputation metrics.

Congratulations to them all. We showcase these standout brands and invite you to explore the stories behind their success. We hope this report inspires strategies that strengthen your own customer connections and drive lasting impact in 2025.

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Methodology

YouGov's Best Global Brands 2025 are powered by YouGov BrandIndex.

Based on over a million customer surveys in 28 markets, rankings are based on brands' Index scores taken from YouGov BrandIndex, between January 1st, 2024, and December 31st, 2024. The Index score within YouGov BrandIndex is a composite measure that summarizes overall brand health.

The six-component metrics of the Index score are:

- **Impression:** Do people have a positive or negative impression of the brand?
- **Quality:** Do people perceive the brand's products or services as good or poor-quality?
- **Value:** Does the brand offer good or poor value for money?
- **Satisfaction:** Are customers satisfied or dissatisfied with their experience of the brand?
- **Reputation:** Would people be proud or embarrassed to work for the brand?
- **Recommend:** Would people recommend the brand to others, or tell them to avoid it?

To qualify for YouGov's Best Global Brands, brands must be listed in a minimum of 10 markets out of the 28 markets analyzed in total. The markets are: Australia, Brazil, Canada, China, Colombia, Denmark, Egypt, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Philippines, Poland, Saudi Arabia, Singapore, Spain, Sweden, Thailand, United Arab Emirates, United Kingdom, United States, and Vietnam.

Brands that are tracked across multiple sectors are ranked based on their highest-ranking sector per market. Both parent and child brands, such as Google and YouTube, are included to allow for greater granularity in performance tracking. Brands must have a minimum sample size of 300 to be included. For a brand to qualify as a top 10 brand, it must have scores available for at least 6 months (183 days).

Market-level deep-dives follow the same methodology but are based solely on respondents' answers in the indicated market. Top improvers are ranked based on year-on-year improvement to Index score, between January 1st, 2023, and December 31st, 2024. All scores are rounded. For brands with the same change in score, ranking is based on highest 2024 Index score. For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days).

Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has 27 million registered members from 55+ markets.

Every day, our members share their realities with us – enabling true insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

This dedication to reflecting reality means we're cited as the most accurate online pollster regularly.

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27m.
registered
panel members

55+
markets





Exploring global attitudes to retail in 2025

Brand value(s): How social responsibility impacts consumer perception across the globe

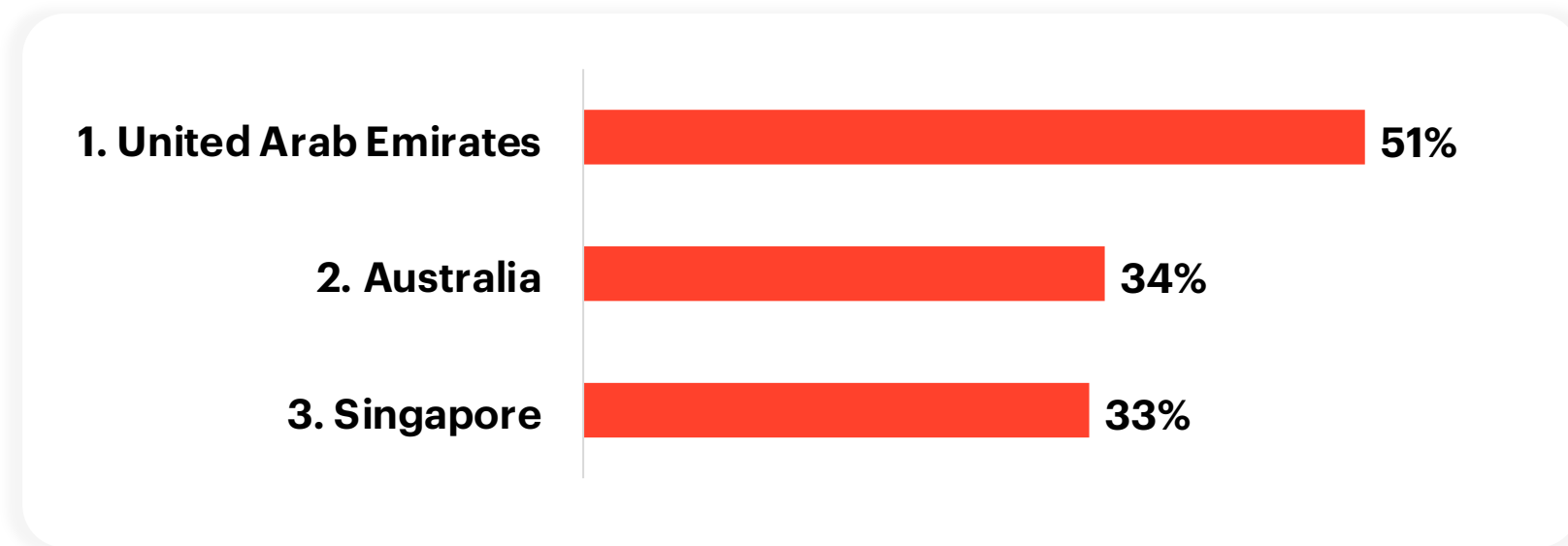
Agree: "I like brands that are willing to get involved in social issues."



4.	United Arab Emirates	48%
5.	United States	44%
6.	Singapore	43%
7.	France	39%
8.	United Kingdom	38%
9.	Australia	33%
10.	Denmark	24%

Global view: How big-name brands are valued across borders

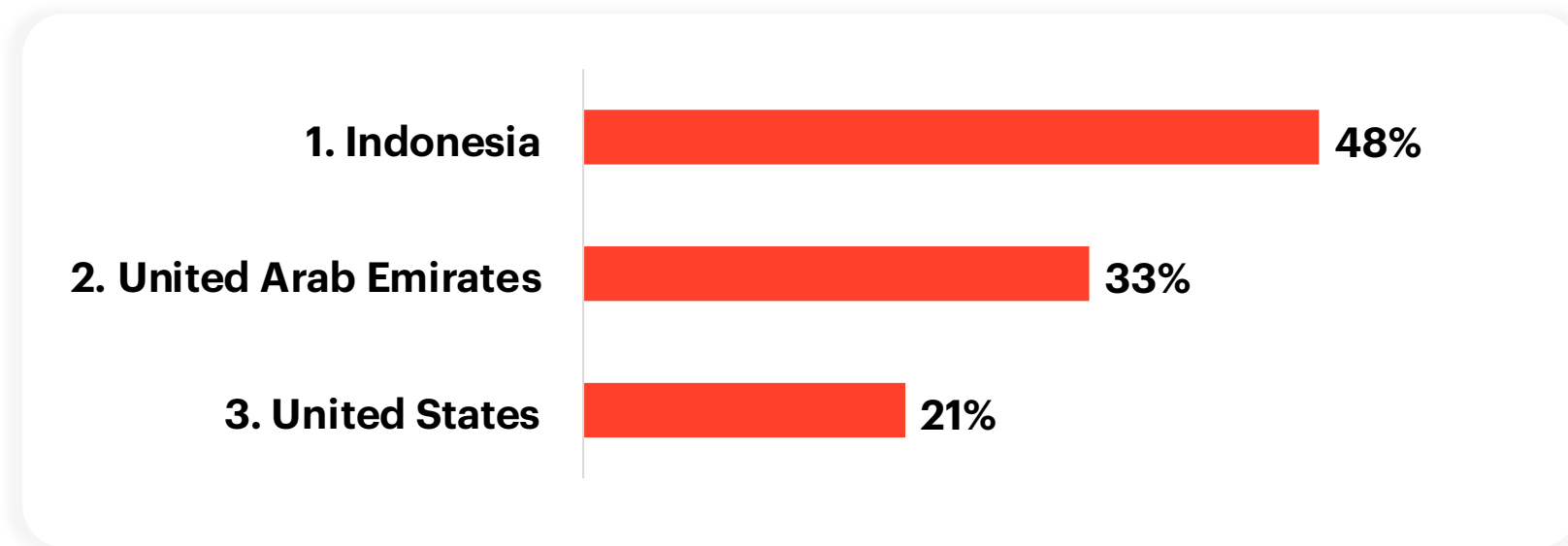
Agree: “I only buy the best-known brands.”



4. Indonesia	33%
5. United States	27%
6. Spain	27%
7. Germany	24%
8. France	20%
9. United Kingdom	18%
10. Denmark	15%

Star power: How celebrity endorsements influence purchasing decisions per market

Agree: “Celebrity endorsements have an effect on the things I buy.”



4.	Germany	21%
5.	Singapore	20%
6.	Australia	17%
7.	Spain	17%
8.	United Kingdom	15%
9.	France	12%
10.	Denmark	7%

Top 10 global brands 2025



#10:

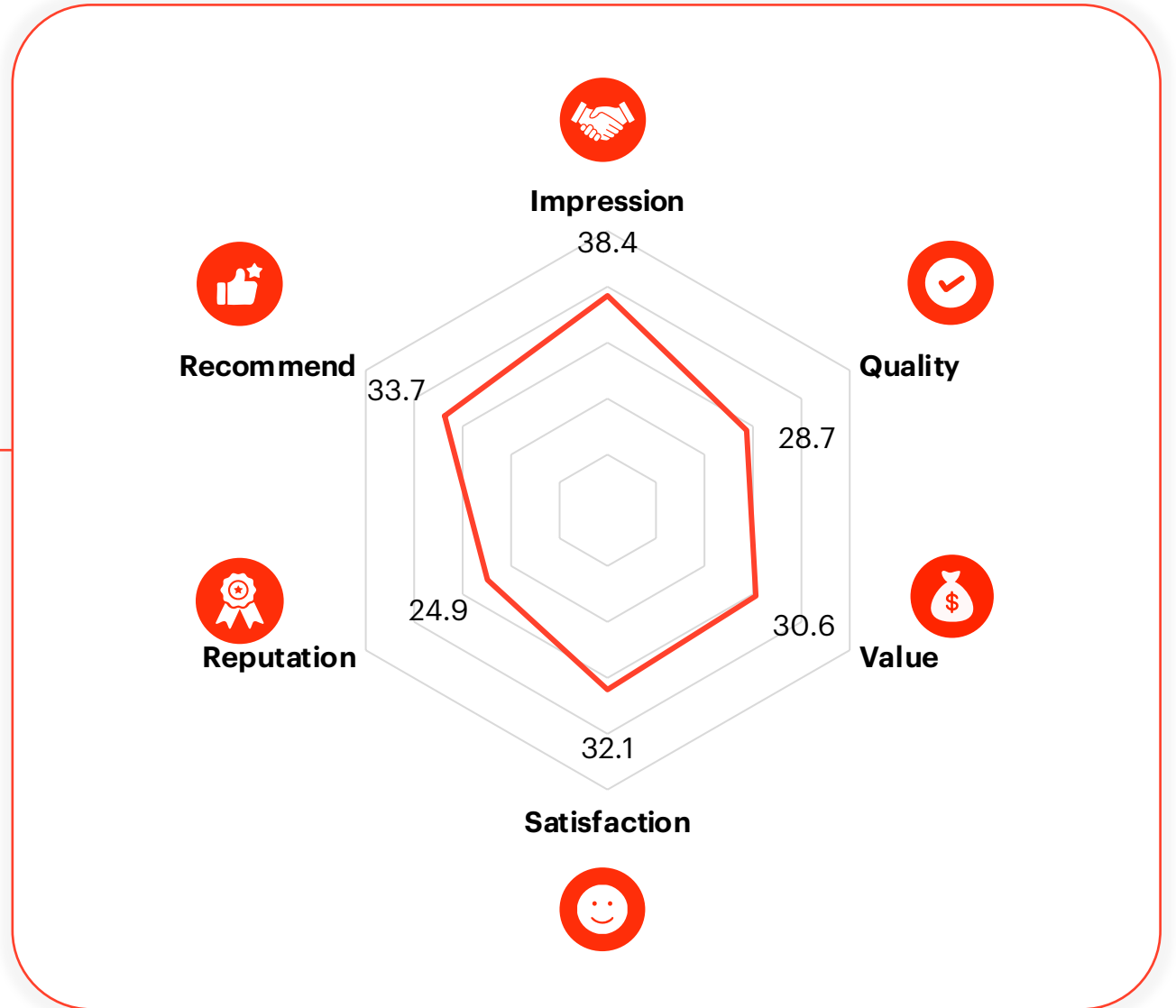
IKEA

31.4

Average Index score

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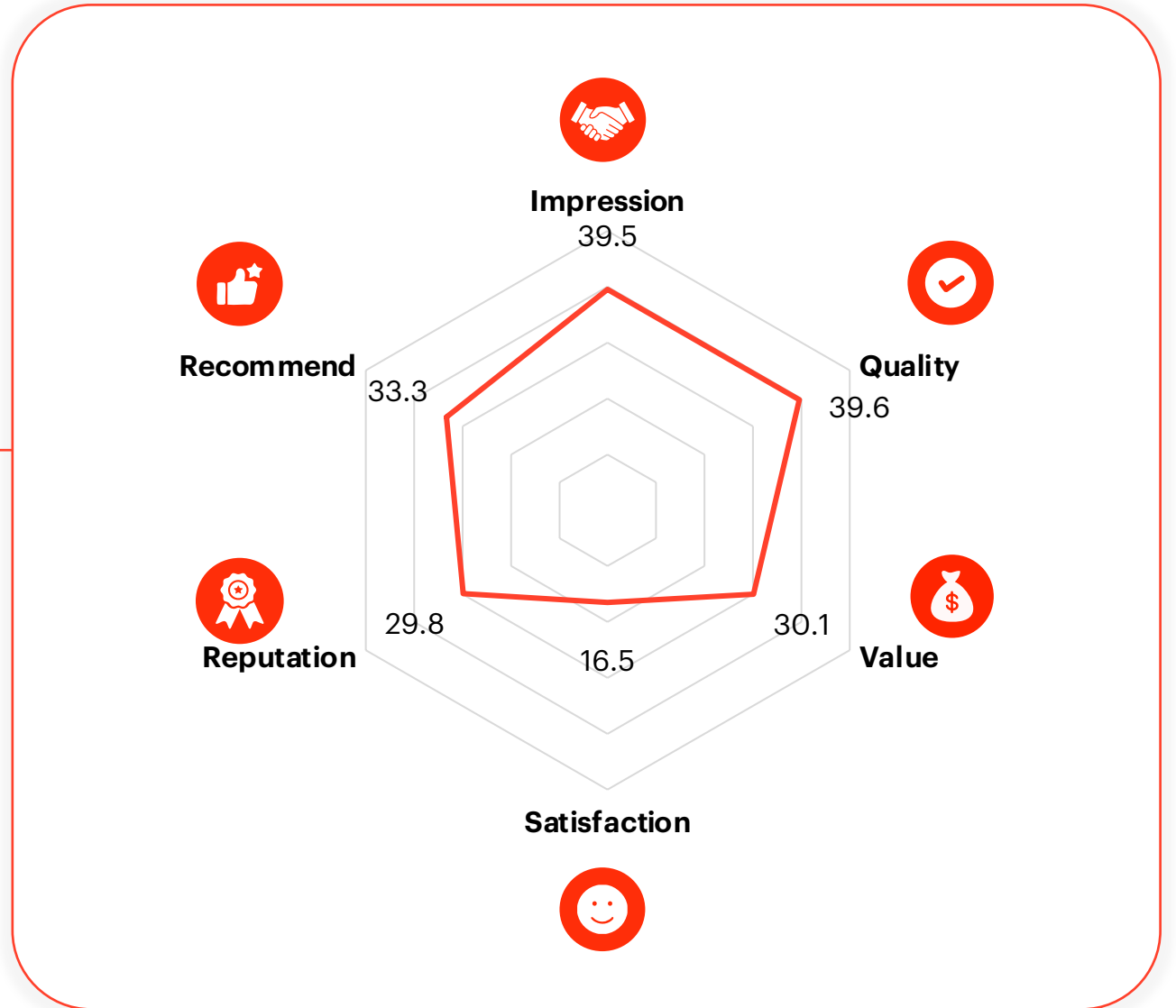
#9: Toyota

31.5

Average Index score

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#8:

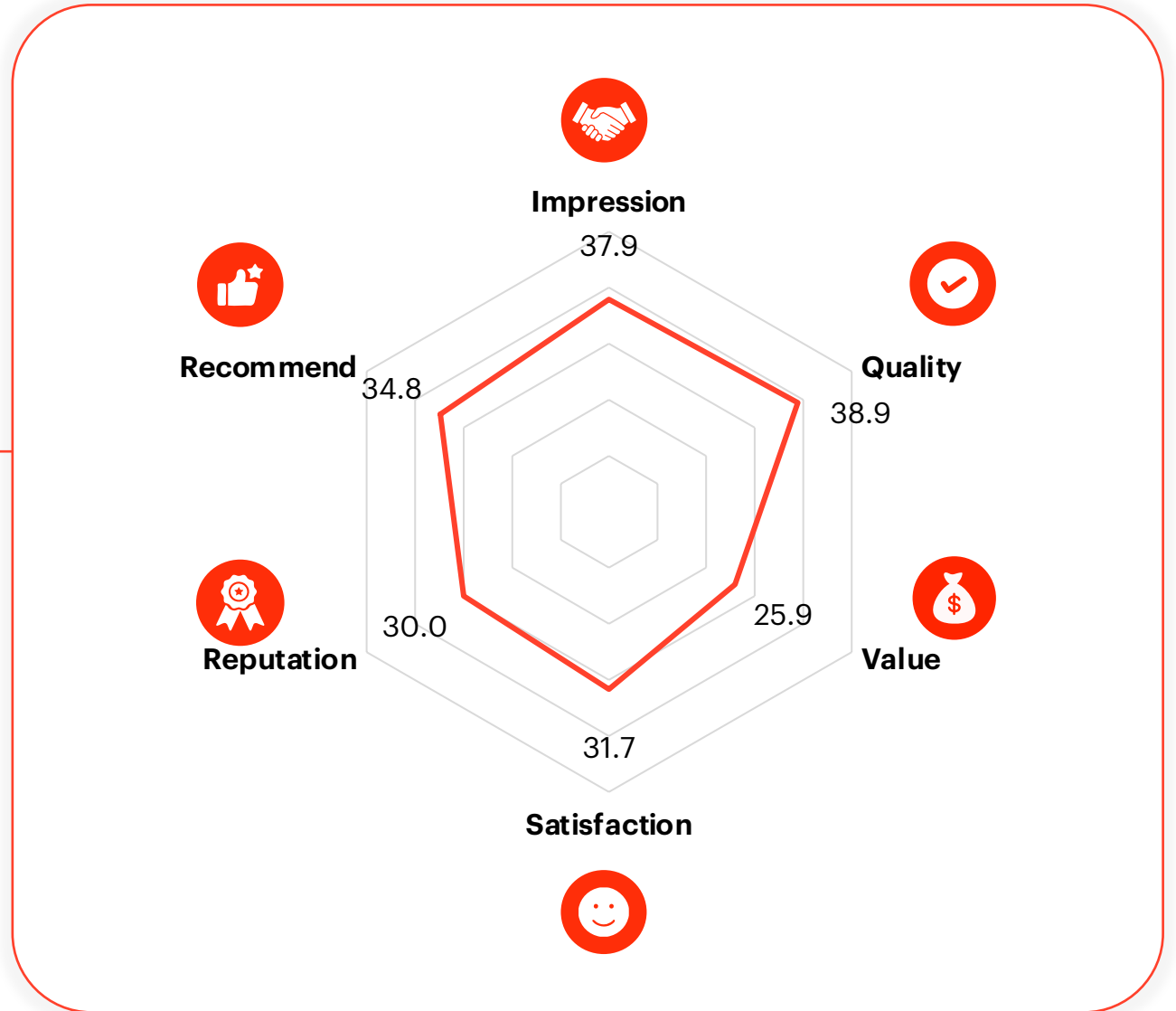
Netflix

33.2

Average Index score

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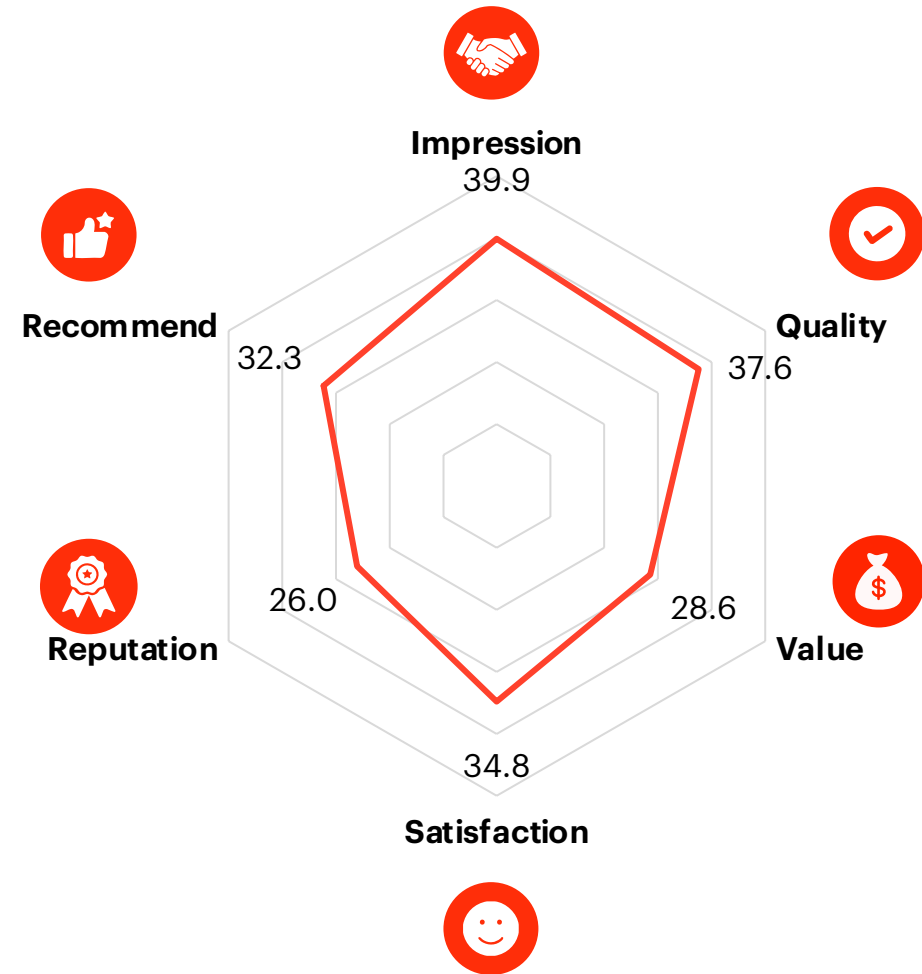
#7: Colgate

33.2

Average Index score

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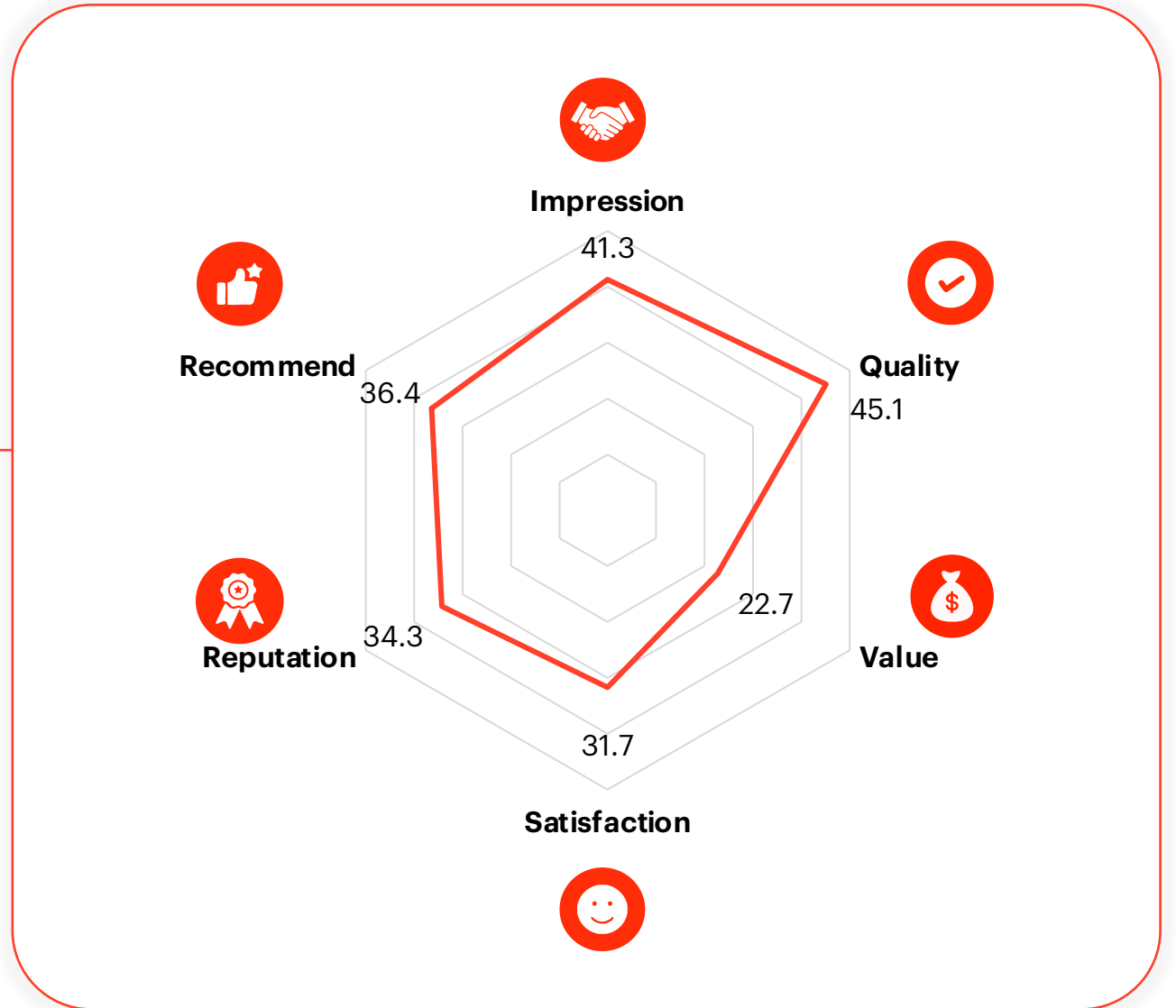
#6: Nike

35.3

Average Index score

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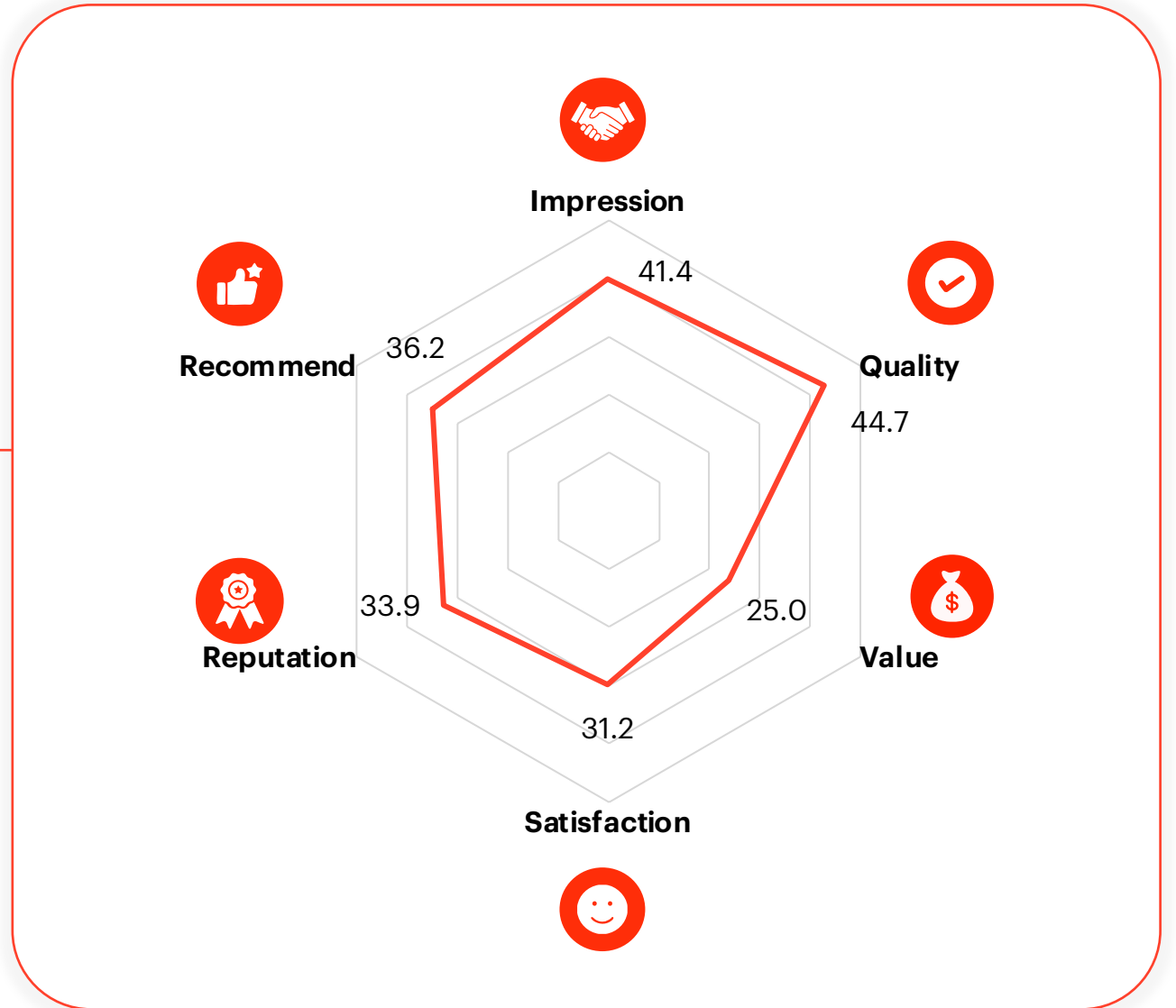
#5: adidas

35.4

Average Index score

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#4:

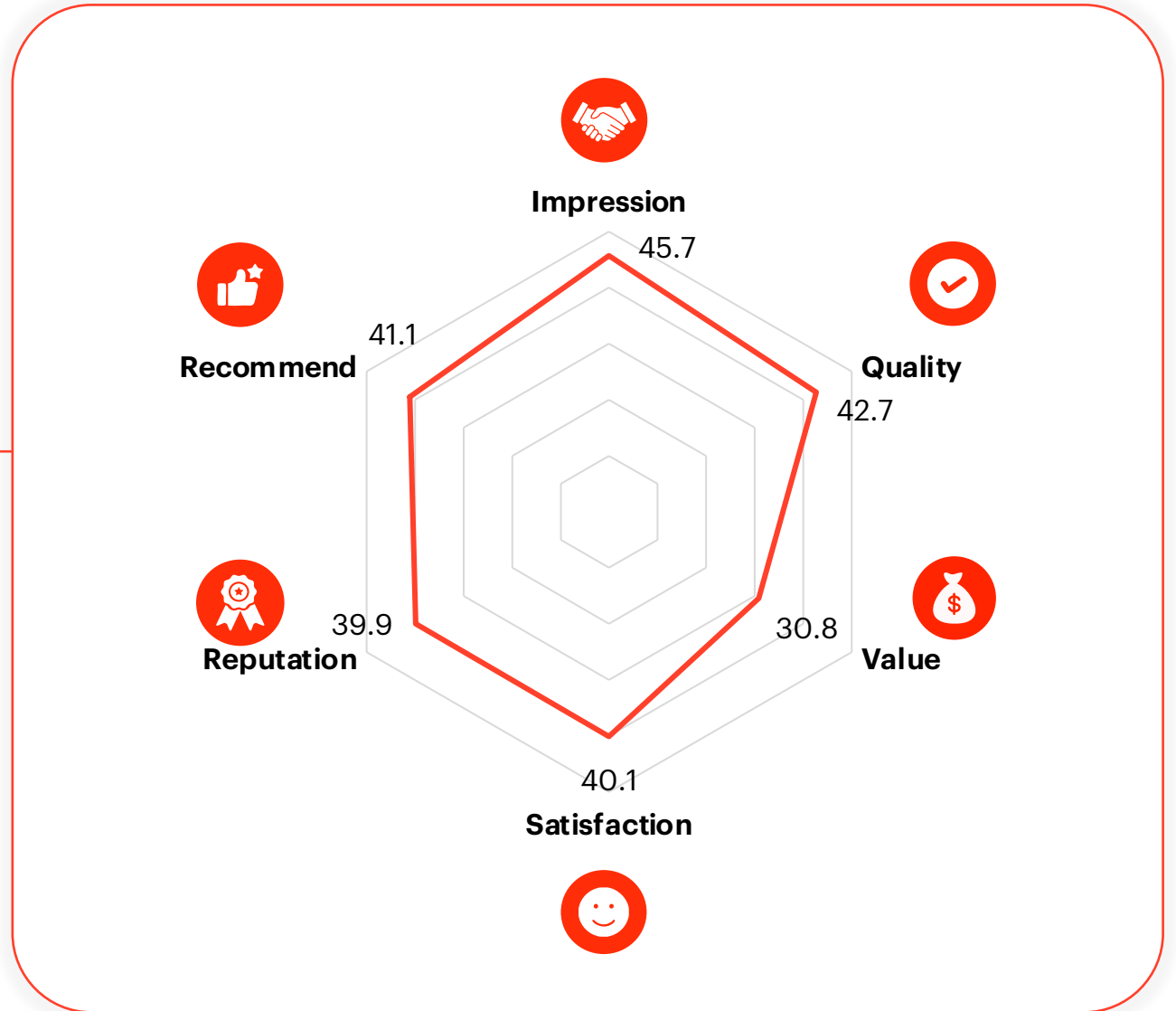
Google

40.0

Average Index score

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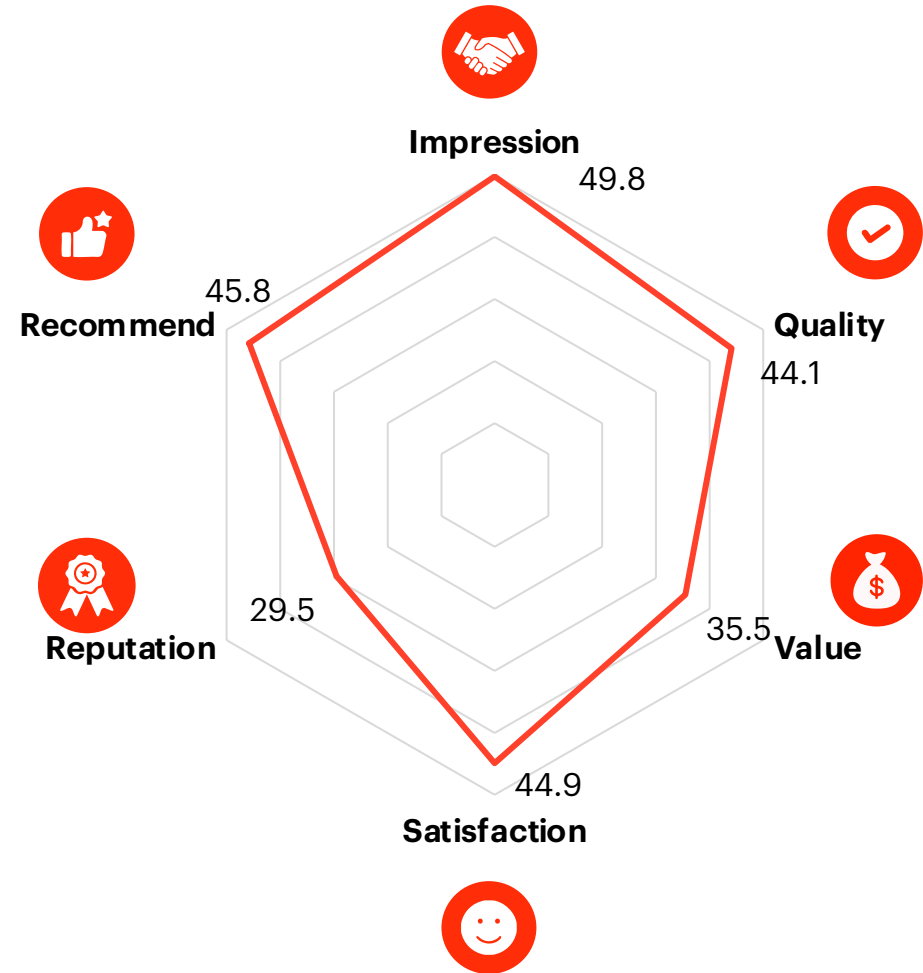
#3: WhatsApp

41.6

Average Index score

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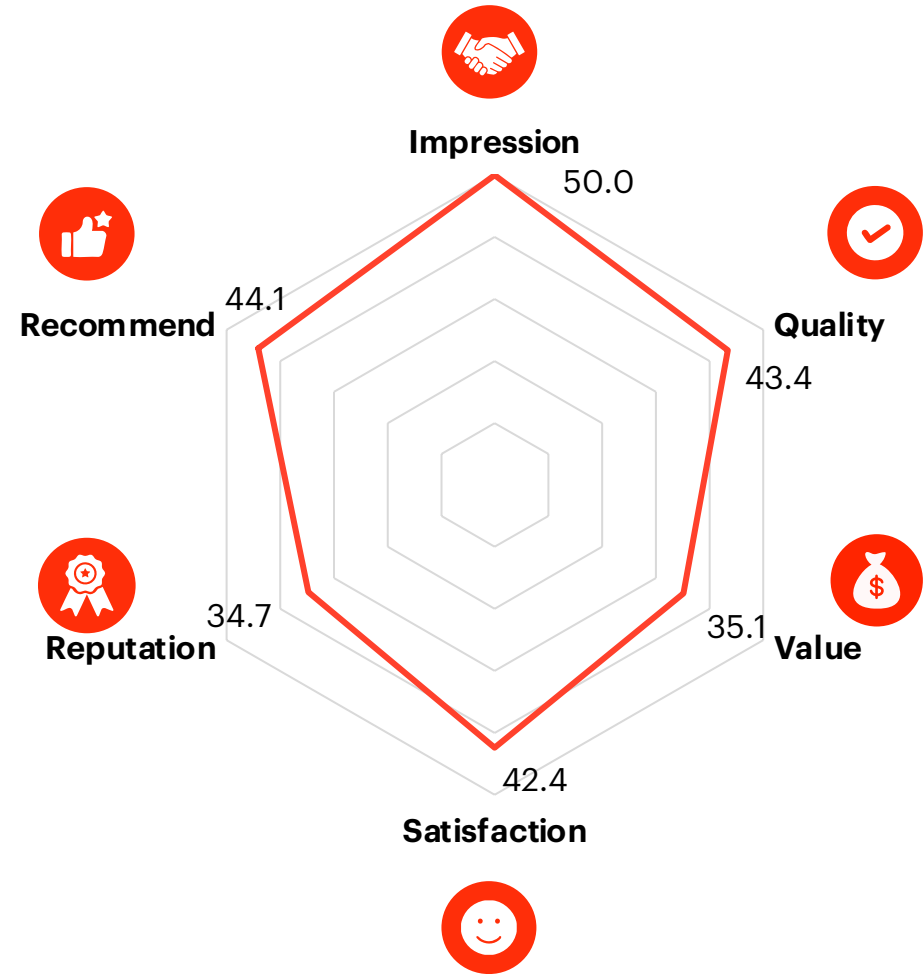
#2: YouTube

41.6

Average Index score

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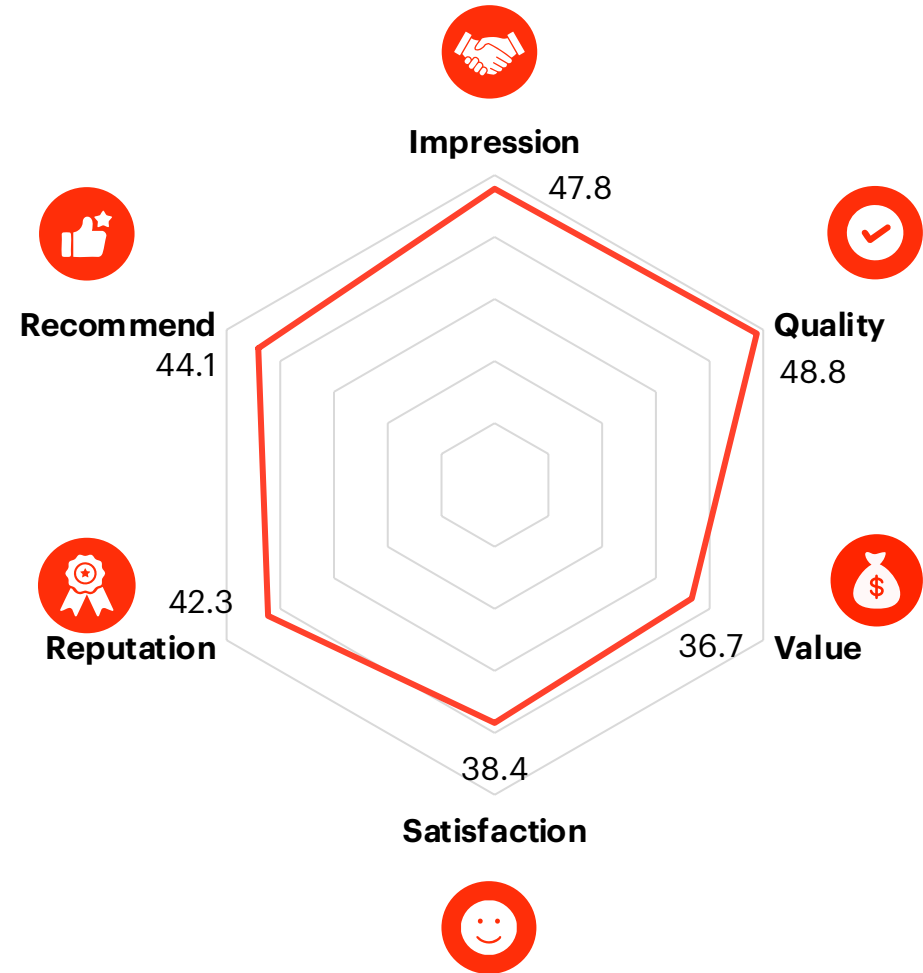
#1: Samsung

43.0

Average Index score

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YouGov's Best Global Brands 2025

The top 10 global brands based on average Index score for the last 12 months.

Rank	Brand	Average Index score	Average Impression	Average Quality	Average Value	Average Satisfaction	Average Reputation	Average Recommend
1	Samsung	43.0	47.8	48.8	36.7	38.4	42.3	44.1
2	YouTube	41.6	50.0	43.4	35.1	42.4	34.7	44.1
3	WhatsApp	41.6	49.8	44.1	35.5	44.9	29.5	45.8
4	Google	40.0	45.7	42.7	30.8	40.1	39.9	41.1
5	adidas	35.4	41.4	44.7	25.0	31.2	33.9	36.2
6	Nike	35.3	41.3	45.1	22.7	31.7	34.3	36.4
7	Colgate	33.2	39.9	37.6	28.6	34.8	26.0	32.3
8	Netflix	33.2	37.9	38.9	25.9	31.7	30.0	34.8
9	Toyota	31.5	39.5	39.6	30.1	16.5	29.8	33.3
10	IKEA	31.4	38.4	28.7	30.6	32.1	24.9	33.7

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Market deep dives

- > Australia
- > Denmark
- > France
- > Germany
- > Indonesia
- > Singapore
- > Spain
- > United Arab Emirates
- > United Kingdom
- > United States of America



• Australia Top 10 brands

The top 10 brands in Australia based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Bunnings	48.1	57.2	44.7	46.4	32.1	56.8	51.5
2	Toyota	47.1	56.4	55.0	45.7	41.6	35.0	49.1
3	Google	46.1	51.2	47.3	37.7	41.2	49.9	49.0
4	Samsung	46.0	52.8	51.6	39.4	41.4	44.7	46.1
5	Colgate	43.7	52.6	49.5	37.6	29.9	50.2	42.4
6	Cadbury	43.0	52.6	48.0	24.1	38.1	49.8	45.1
7	YouTube	42.1	49.0	43.1	35.6	32.6	46.2	46.3
8	Vegemite	40.0	48.0	45.4	31.0	28.5	46.9	39.8
9	JB Hi-Fi	39.5	46.5	43.0	31.4	28.0	45.5	42.5
10	Weet-Bix	39.4	47.3	44.5	37.2	27.8	41.3	38.2

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• Australia Top 10 most-improved brands

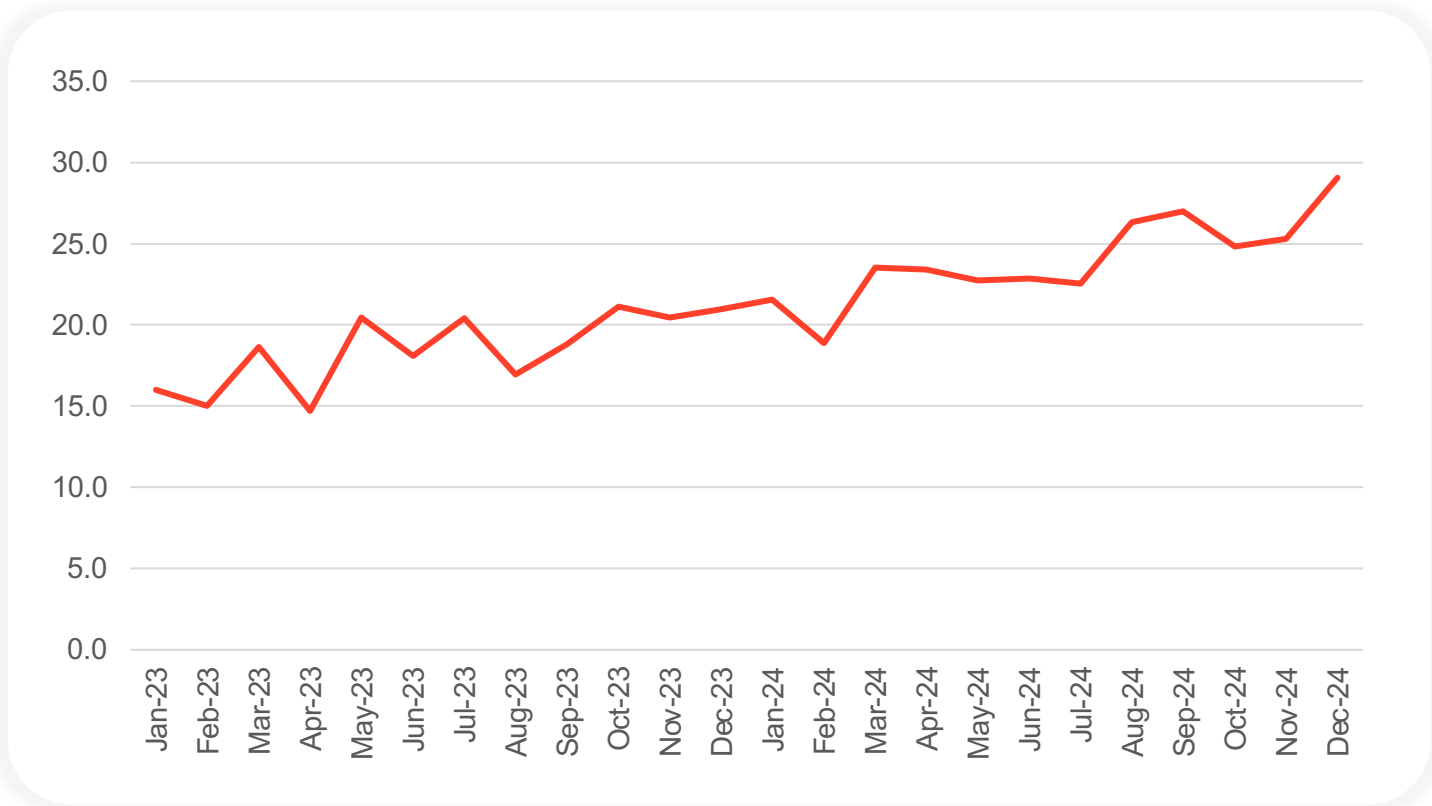
The top 10 most-improved brands in Australia based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Amazon	24.0	18.6	5.4
2	WhatsApp	25.4	20.2	5.2
3	Amazon Prime	22.9	18.8	4.1
4	Guinness	14.9	10.9	4.0
5	TikTok	1.8	-2.2	4.0
6	Qatar Airways	17.2	13.3	3.9
7	Aldi	37.5	34.2	3.3
8	Booking.com	28.9	25.7	3.2
9	Instagram	22.7	19.5	3.2
10	American Express	4.1	1.0	3.1

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• Australia Amazon performance deep dive

Tracking Amazon's year-on-year Index score increase of 5.4 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>700



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• Denmark Top 10 brands

The top 10 brands in Denmark based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	REMA 1000	47.2	61.0	38.7	55.1	14.8	63.7	49.9
2	Matas	41.1	53.2	46.3	32.4	18.9	56.8	39.1
3	MobilePay	39.6	48.2	39.3	34.7	20.0	53.7	41.6
4	Lurpak	38.5	49.4	52.1	25.9	16.7	52.4	34.5
5	LEGO	35.8	45.3	48.6	21.4	37.2	28.4	33.7
6	IKEA	35.5	47.8	22.4	41.8	14.1	49.6	37.3
7	DRTV	35.0	43.9	36.5	32.8	21.4	43.5	32.0
8	Sygeforsikringen "danmark"	34.6	42.6	37.4	31.5	25.3	35.5	35.2
9	DR	34.5	44.6	37.5	29.9	25.6	41.8	27.5
10	Arla	32.9	40.1	41.7	24.1	16.5	47.3	27.6

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• Denmark Top 10 most-improved brands

The top 10 most-improved brands in Denmark based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Andel Energi	13.9	8.0	5.9
2	OK	22.4	17.8	4.6
3	Clever	8.7	4.5	4.2
4	SAS	14.6	10.9	3.7
5	Harald Nyborg	19.9	17.3	2.6
6	Danske Bank	-6.8	-9.0	2.2
7	TV2	27.9	25.8	2.1
8	TV2 Play	24.5	22.5	2.0
9	Dacia	-9.7	-11.4	1.7
10	Carlsberg	25.1	23.5	1.6

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• Denmark Andel Energi performance deep dive

Tracking Andel Energi's year-on-year Index score increase of 5.9 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>400

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• France Top 10 brands

The top 10 brands in France based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Doliprane	50.0	55.6	53.5	47.0	28.1	61.6	54.4
2	Samsung	50.0	58.7	58.4	40.0	38.2	52.4	52.4
3	Nintendo	47.3	56.4	57.2	32.6	43.8	43.4	50.4
4	Google	47.1	53.3	51.3	38.7	36.7	52.8	49.7
5	Doctolib	46.3	56.2	50.0	38.1	27.7	53.4	52.2
6	Decathlon	45.2	52.7	38.7	52.4	26.8	53.1	47.3
7	Leroy Merlin	42.9	53.1	48.5	34.6	26.4	48.2	46.7
8	Michelin	42.8	52.5	60.2	24.8	37.3	35.4	46.4
9	Amazon	42.6	48.6	38.6	45.9	16.8	58.1	48.0
10	YouTube	40.5	49.5	42.8	32.5	29.1	46.0	43.2

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• France Top 10 most-improved brands

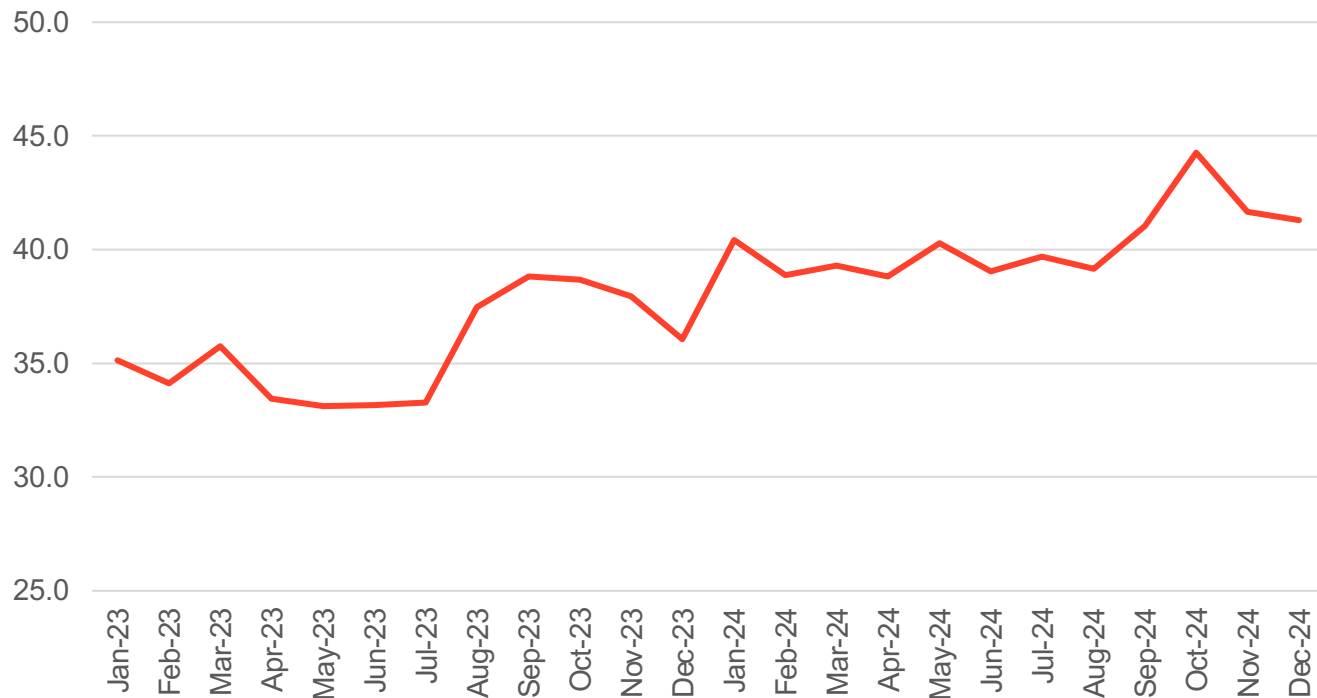
The top 10 most-improved brands in France based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	WhatsApp	40.4	35.6	4.8
2	Instagram	22.4	19.2	3.2
3	TotalEnergies	13.6	10.4	3.2
4	Orange	25.5	22.5	3.0
5	SNCF Connect	8.7	5.8	2.9
6	adidas	35.8	33.1	2.7
7	France.tv	18.5	15.8	2.7
8	AXA	11.5	8.8	2.7
9	Amazon	42.6	40.1	2.5
10	Sanytol	27.6	25.2	2.4

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• France WhatsApp performance deep dive

Tracking WhatsApp's year-on-year Index score increase of 4.8 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>950



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• Germany Top 10 brands

The top 10 brands in Germany based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	PayPal	50.5	57.2	53.2	51.0	26.9	59.2	55.3
2	dm	48.8	58.8	53.2	48.6	22.7	58.2	51.2
3	LEGO	47.1	60.9	62.8	22.4	35.8	47.9	52.7
4	Samsung	45.9	55.0	55.6	36.6	32.1	49.3	47.0
5	Bosch	44.7	55.8	56.4	32.0	33.7	43.5	46.6
6	WhatsApp	44.5	52.0	43.3	44.4	17.5	60.0	49.5
7	DHL	42.1	54.9	51.0	28.0	17.8	52.8	48.2
8	Google	41.7	46.7	44.3	35.7	28.9	51.3	43.4
9	adidas	40.9	50.1	52.1	25.3	30.5	45.7	41.9
10	Nivea	40.1	49.7	48.8	31.3	26.3	45.6	39.1

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• Germany Top 10 most-improved brands

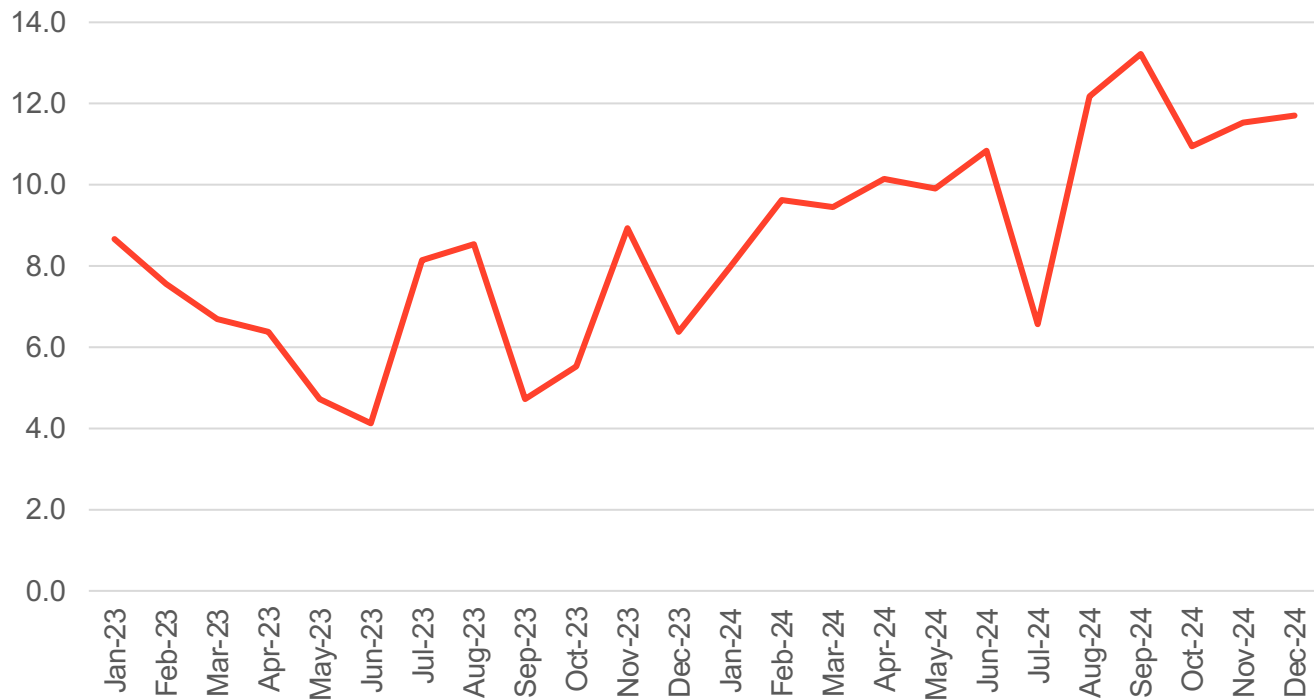
The top 10 most-improved brands in Germany based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	vodafone	10.3	6.7	3.6
2	E.ON	11.6	8.3	3.3
3	Facebook	7.2	4.0	3.2
4	Deutsche Bank	1.3	-1.9	3.2
5	Too Good To Go	20.6	17.5	3.1
6	Ninja	6.5	3.6	2.9
7	Check24	32.8	30.4	2.4
8	RWE	3.6	1.2	2.4
9	CHECK24 Reisen	17.0	14.7	2.3
10	ARD Mediathek	27.4	25.2	2.2

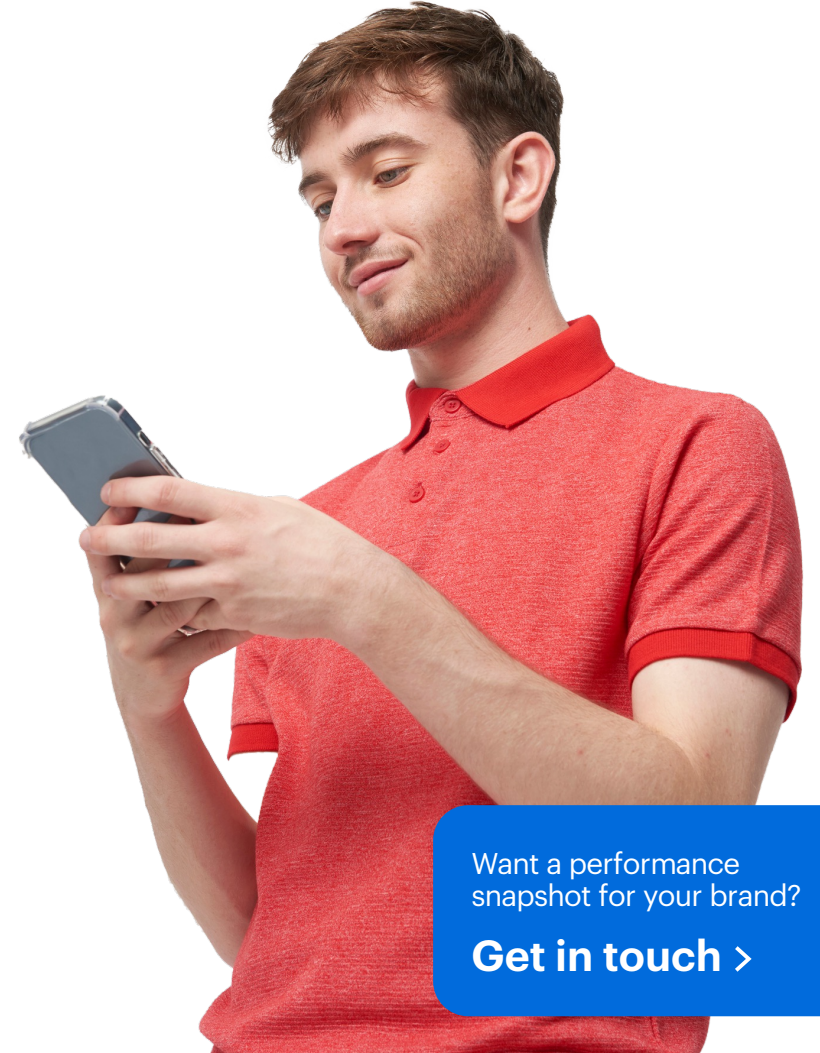
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• Germany Vodafone performance deep dive

Tracking Vodafone's year-on-year Index score increase of 3.6 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>1,800



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• Indonesia Top 10 brands

The top 10 brands in Indonesia based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Shopee	69.6	73.7	67.9	72.5	62.7	67.3	73.7
2	Indomie	68.4	68.9	68.4	67.6	66.6	69.7	69.4
3	WhatsApp	66.1	74.2	70.3	59.7	52.0	69.8	70.4
4	Samsung	64.0	69.4	71.8	52.2	69.8	52.1	68.3
5	YouTube	59.6	64.2	63.3	52.5	57.6	59.6	60.7
6	Traveloka	54.9	62.1	58.3	53.9	48.3	47.1	59.9
7	Tolak Angin	54.5	59.0	56.8	53.9	50.2	50.7	56.4
8	Google	51.5	53.5	53.5	40.2	60.3	50.3	51.0
9	Tokopedia	50.7	56.0	56.7	46.9	49.5	41.6	53.2
10	Instagram	50.1	55.4	55.0	41.8	46.2	49.2	52.8

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• Indonesia Top 10 most-improved brands

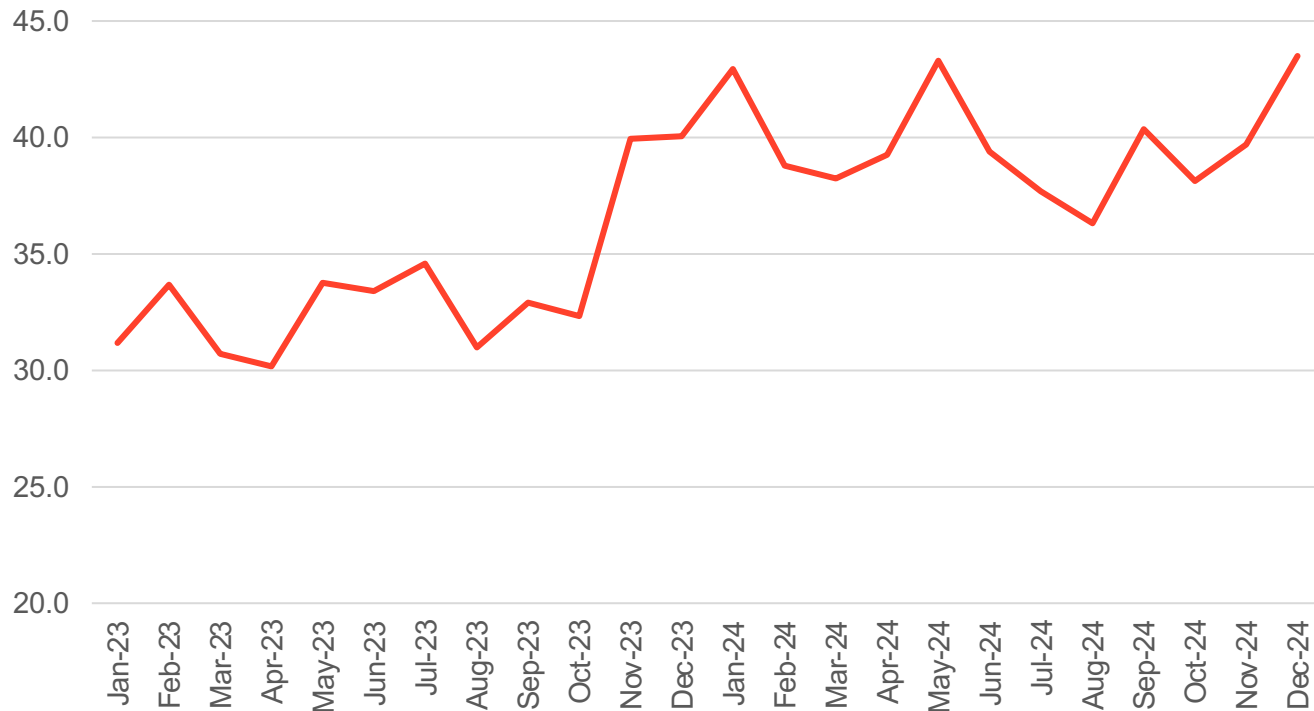
The top 10 most-improved brands in Indonesia based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Mama Lemon	39.8	33.7	6.1
2	Richeese Factory	22.2	16.6	5.6
3	SeaBank	17.8	12.3	5.5
4	MR. D.I.Y.	24.4	19.3	5.1
5	Solaria	18.1	13.1	5.0
6	KAI Access	31.2	26.3	4.9
7	Shopee	69.6	64.8	4.8
8	Agoda	16.6	12.0	4.6
9	Marina	15.0	10.4	4.6
10	Mie Sedaap	38.2	33.7	4.5

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• Indonesia Mama Lemon performance deep dive

Tracking Mama Lemon's year-on-year Index score increase of 6.1 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>550



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• Singapore Top 10 brands

The top 10 brands in Singapore based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Singapore Airlines	56.0	63.7	65.2	31.7	61.2	52.5	61.5
2	Changi Airport (including Jewel Changi Airport)	49.8	54.9	52.7	40.9	45.3	52.1	52.9
3	Shopee	49.5	56.7	38.6	54.6	31.8	58.3	57.2
4	WhatsApp	47.9	54.4	48.1	40.5	33.5	57.1	53.5
5	Uniqlo	46.4	50.8	47.2	46.1	33.7	50.8	49.9
6	FairPrice	46.4	54.0	44.7	46.1	26.3	56.6	50.5
7	Google	44.0	46.1	44.1	32.2	48.4	46.8	46.3
8	Channel News Asia	43.1	46.9	48.3	35.8	42.3	38.1	47.1
9	Gardens by the Bay	41.6	46.7	43.1	36.2	32.2	42.7	48.8
10	YouTube	41.2	45.6	41.5	32.2	37.3	46.1	44.6

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• Singapore Top 10 most-improved brands

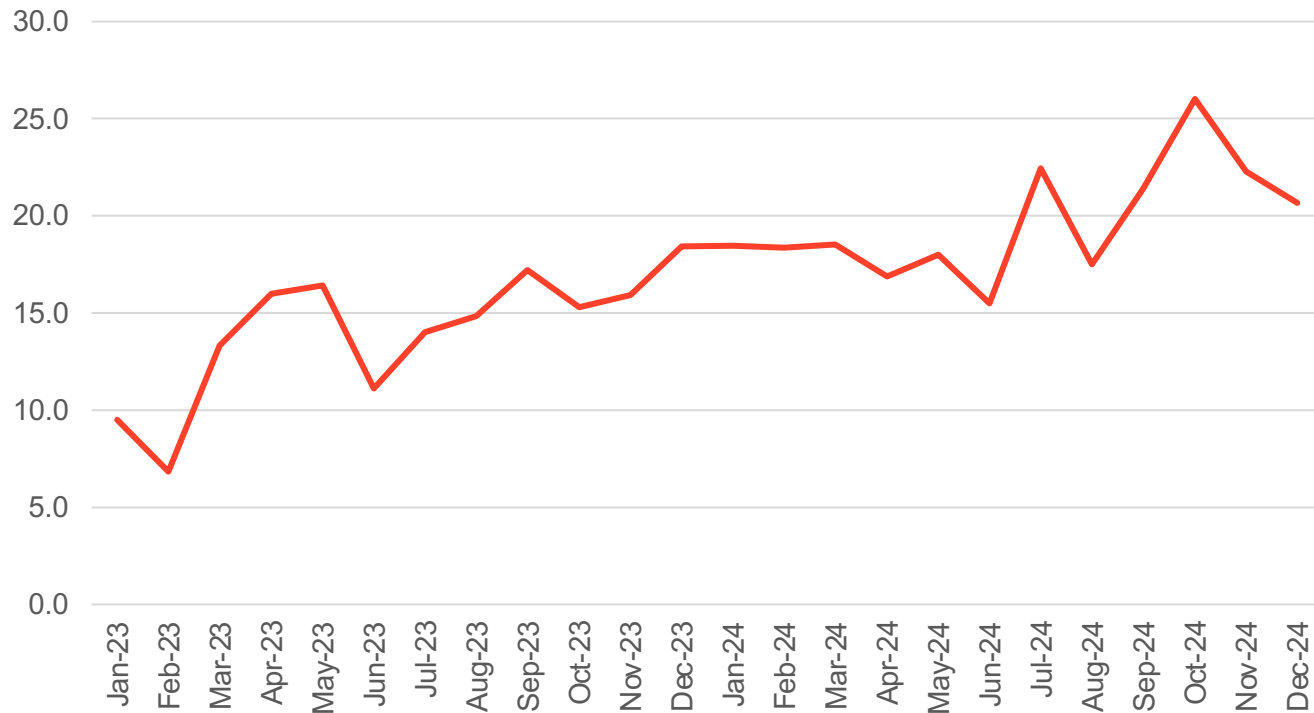
The top 10 most-improved brands in Singapore based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Grab	19.6	14.2	5.4
2	Trip.com	17.7	13.3	4.4
3	Shopee	49.5	45.2	4.3
4	Netflix	40.1	35.8	4.3
5	Apple	32.0	28.0	4.0
6	TikTok	18.2	14.3	3.9
7	Trust Bank	17.4	13.6	3.8
8	TADA	8.9	5.2	3.7
9	Kettle Brand Chips	10.3	6.8	3.5
10	The Straits Times	35.7	32.3	3.4

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• Singapore Grab performance deep dive

Tracking Grab's year-on-year Index score increase of 5.4 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>350



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• Spain Top 10 brands

The top 10 brands in Spain based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	WhatsApp	56.9	67.4	61.2	51.7	35.7	62.7	62.9
2	Fairy	51.0	61.2	61.7	37.4	40.3	53.1	52.0
3	Amazon	50.4	59.3	51.4	44.6	35.8	55.3	55.7
4	Google	50.2	56.1	56.4	38.7	48.7	49.5	51.6
5	Nivea	49.1	56.5	49.7	51.9	39.5	49.0	48.3
6	KH7	42.9	53.4	53.9	28.3	33.6	42.7	45.5
7	Ferrero Rocher	42.4	51.2	56.3	17.3	43.4	40.0	46.1
8	YouTube	41.9	51.8	46.9	33.5	34.7	40.4	44.2
9	Oral B	41.9	52.7	52.3	30.4	35.1	38.6	42.3
10	Estrella Galicia	41.1	46.3	47.4	34.7	37.1	37.6	43.3

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• Spain Top 10 most-improved brands

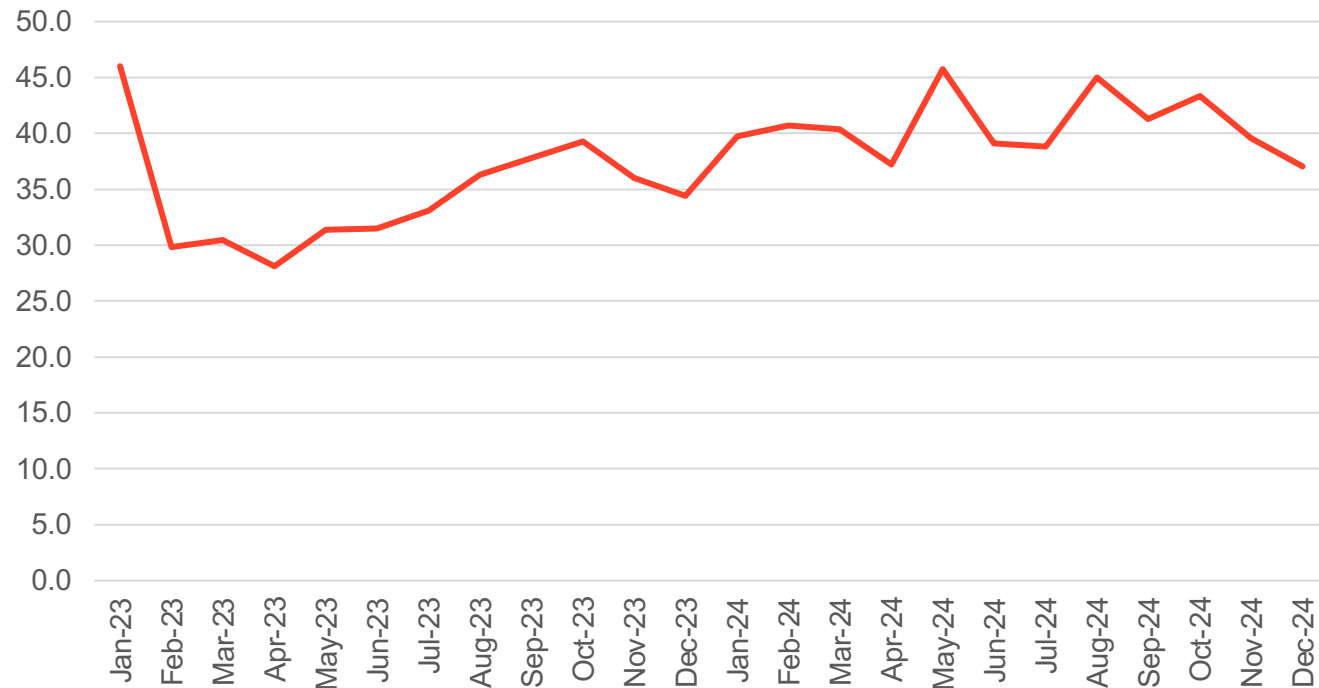
The top 10 most-improved brands in Spain based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Netflix	40.7	34.6	6.1
2	Revolut	8.8	4.8	4.0
3	Primor	28.8	25.3	3.5
4	CaixaBank	7.8	4.6	3.2
5	Enandol	5.6	2.4	3.2
6	Mercadona	32.4	29.4	3.0
7	Banco Santander	9.9	7.0	2.9
8	Iberdrola	10.5	7.7	2.8
9	Banco Sabadell	5.9	3.1	2.8
10	Kiko Milano	10.1	7.9	2.2

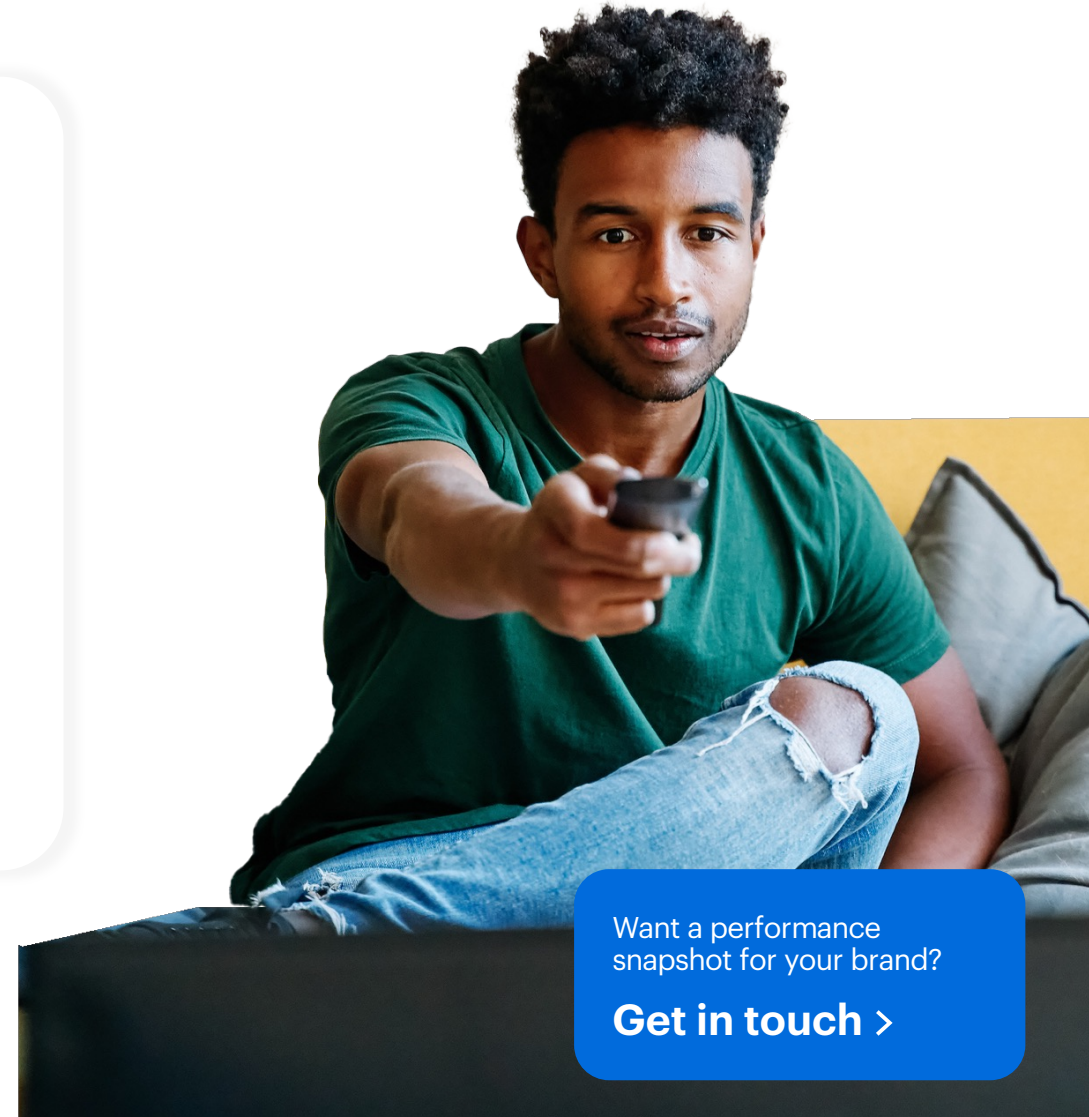
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• Spain Netflix performance deep dive

Tracking Netflix's year-on-year Index score increase of 6.1 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>550



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• United Arab Emirates Top 10 brands

The top 10 brands in the United Arab Emirates based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Emirates	60.4	65.8	67.3	49.3	67.0	46.6	66.2
2	Samsung	56.7	60.4	59.6	53.8	57.2	51.2	58.0
3	Almarai	56.0	59.2	57.9	53.3	55.3	52.6	57.5
4	adidas	53.9	57.5	58.9	48.8	55.6	46.2	56.2
5	WhatsApp	52.6	59.7	55.8	48.0	44.7	51.0	56.1
6	Samsung Galaxy	51.3	54.8	54.9	49.0	53.4	42.0	53.9
7	Apple	51.1	55.7	58.2	37.9	58.5	42.8	53.4
8	YouTube	51.0	55.5	53.3	46.8	48.5	48.2	54.1
9	iPhone	50.1	54.5	58.6	36.5	58.6	39.7	53.0
10	Nike	49.5	54.4	55.8	42.4	51.9	40.5	52.1

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• United Arab Emirates Top 10 most-improved brands

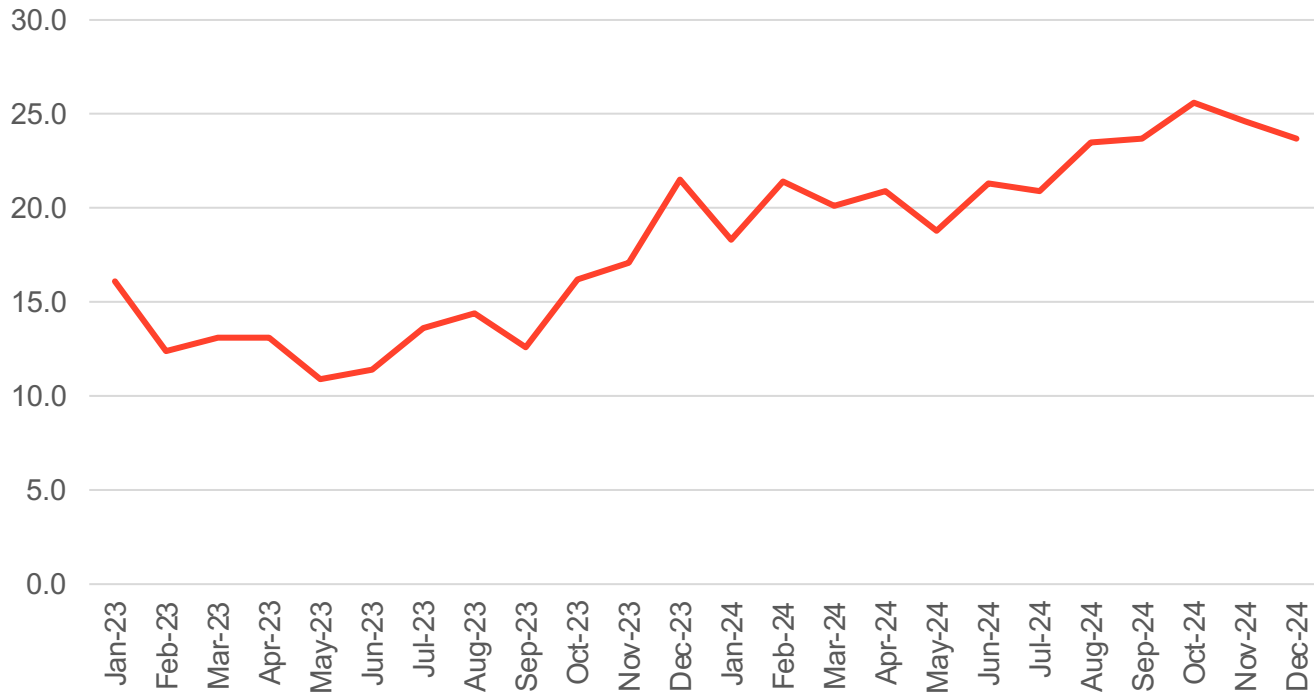
The top 10 most-improved brands in the United Arab Emirates based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Louvre Abu Dhabi	27.3	19.8	7.5
2	noon Food	22.0	14.6	7.4
3	Albaik	34.3	27.6	6.7
4	SeaWorld Yas Island, Abu Dhabi	21.6	15.9	5.7
5	Careem	13.4	8.0	5.4
6	TikTok	23.1	18.1	5.0
7	Vimto	18.2	13.2	5.0
8	Talabat	26.6	21.7	4.9
9	Kidzania	17.8	13.2	4.6
10	Yas Marina Circuit	19.4	15.0	4.4

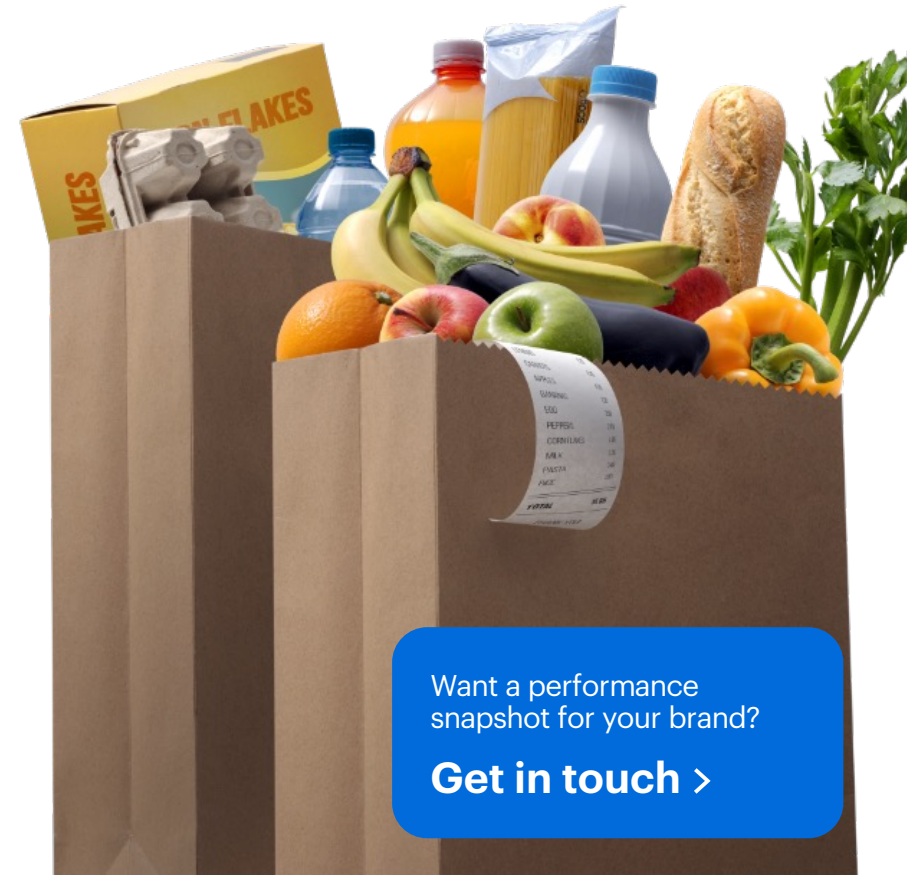
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• United Arab Emirates noon Food deep dive

Tracking noon Food's year-on-year Index score increase of 7.4 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>350



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• United Kingdom Top 10 brands

The top 10 brands in the UK based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Marks & Spencer	53.0	61.4	66.6	31.3	44.1	61.0	53.6
2	IKEA	46.7	56.6	36.2	51.1	31.1	54.6	50.3
3	Samsung	45.5	51.3	54.6	33.8	41.7	46.4	45.0
4	Cadbury	42.7	51.4	42.4	31.4	35.9	52.7	42.5
5	John Lewis	42.2	49.3	59.1	17.2	44.4	41.7	41.4
6	WhatsApp	40.1	49.3	38.9	30.1	22.9	52.5	46.6
7	Netflix	38.9	46.6	44.8	24.6	35.1	41.3	40.9
8	Sony	38.8	46.5	50.0	23.6	40.0	36.7	36.3
9	Lindt	38.6	48.9	54.6	6.6	36.6	42.4	42.2
10	Yorkshire Tea	37.9	48.1	47.4	25.3	32.0	37.3	37.3

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• United Kingdom Top 10 most-improved brands

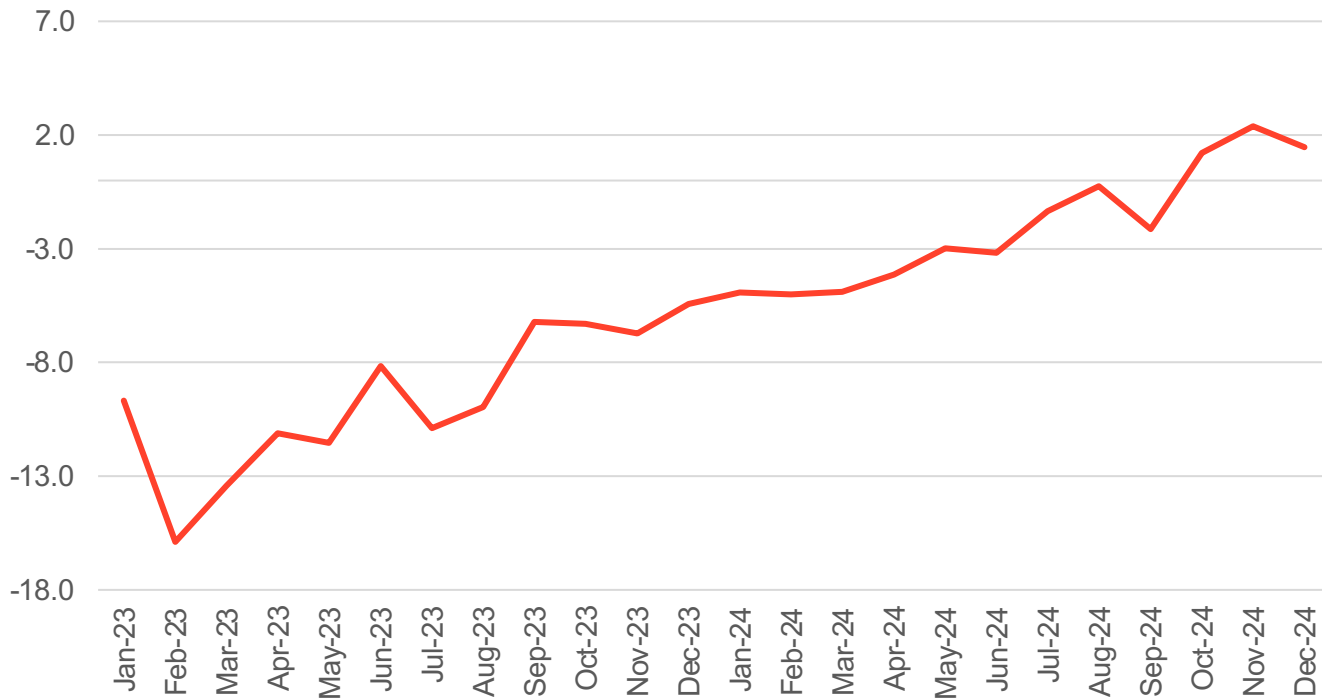
The top 10 most-improved brands in the UK based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	British Gas	-1.8	-9.5	7.7
2	Octopus Energy	21.6	14.7	6.9
3	Shell	7.0	0.5	6.5
4	Uber	9.8	4.2	5.6
5	BP	5.9	0.3	5.6
6	Ninja	23.6	18.6	5.0
7	Guinness	32.3	27.4	4.9
8	Evri	-5.1	-9.8	4.7
9	Netflix	38.9	34.3	4.6
10	EDF Energy	-0.5	-4.9	4.4

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• United Kingdom **British Gas performance deep dive**

Tracking British Gas' year-on-year Index score increase of 7.7 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>2,000



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• United States Top 10 brands

The top 10 brands in the US based on average customer Impression, Quality, Value, Reputation, Satisfaction and Recommend scores for the last 12 months.

Rank	Brand	Overall Index score	Impression	Quality	Value	Reputation	Satisfaction	Recommend
1	Amazon	58.4	60.9	57.8	59.6	41.8	66.5	63.6
2	Dawn	50.6	58.8	57.3	45.5	34.1	55.5	52.0
3	BAND-AID	50.5	60.0	57.3	39.4	39.0	55.8	51.8
4	Samsung	50.1	57.4	56.9	42.7	44.0	49.6	50.2
5	Dove	48.3	56.1	52.6	46.7	39.3	47.4	47.5
6	Amazon Prime	47.0	52.7	50.3	45.6	35.9	47.3	50.1
7	St. Jude Children's Research Hospital	46.2	60.1	53.1	47.8	48.3	20.2	47.7
8	YouTube	45.4	53.5	47.0	38.7	35.0	49.8	48.5
9	M&M's	44.7	57.1	46.7	29.4	35.1	53.5	46.3
10	Home Depot	43.4	50.4	46.0	42.1	29.6	46.1	46.2

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• United States Top 10 most-improved brands

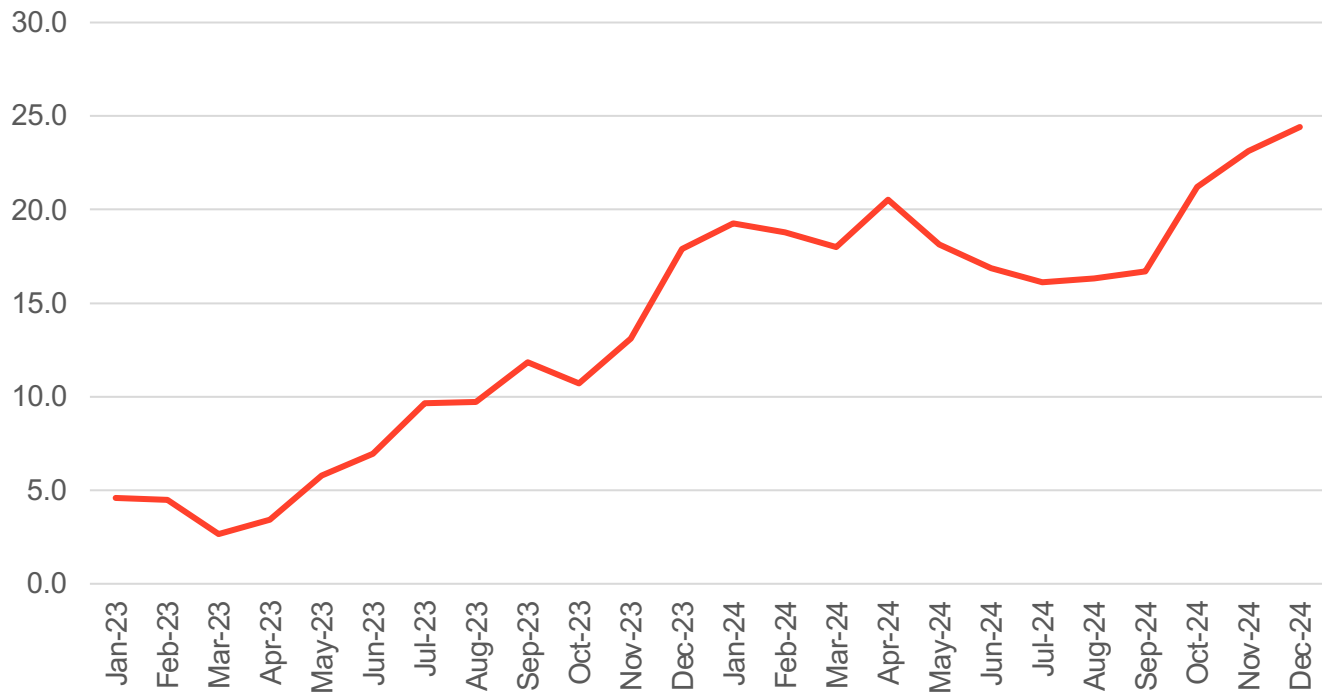
The top 10 most-improved brands in the US based on year-on-year increase to Index scores.

Rank	Brand	Index score 2024	Index score 2023	Increase
1	Facebook	19.2	8.6	10.6
2	CNN	9.6	0.2	9.4
3	Nike	36.5	27.4	9.1
4	WhatsApp	16.3	7.7	8.6
5	Netflix	39.3	31.3	8.0
6	Fox News Channel	-1.5	-9.5	8.0
7	TikTok	-1.2	-9.0	7.8
8	Bank of America	9.5	2.0	7.5
9	Uber	19.2	12.7	6.5
10	Amazon	58.4	52.0	6.4

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• United States Facebook performance deep dive

Tracking Facebook's year-on-year Index score increase of 10.6 points.



YouGov BrandIndex, January 2023 – December 2024, Net Index score with monthly periodicity. n>2,000

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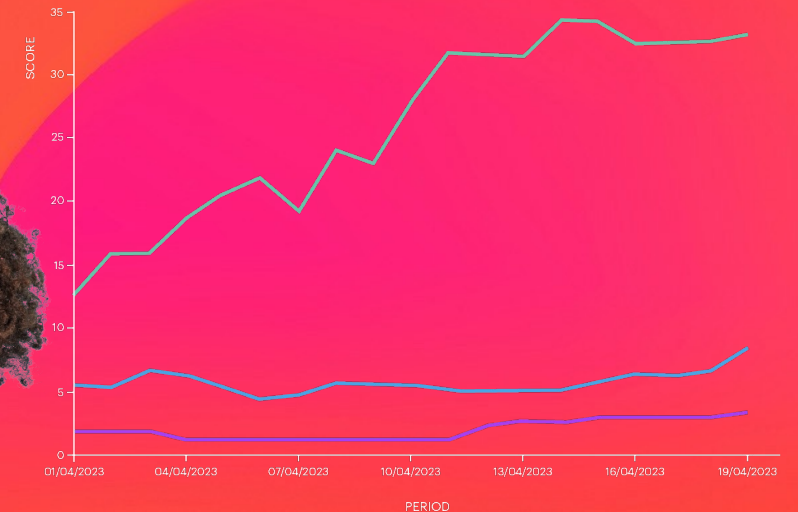
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