YouGov

US 🇺🇸

YouGov's Most Recommended Brands 2025

Discover the most recommended global brands among current customers, with country-specific deep dives for 10 key markets.

/Research Reality

Contents

Foreword

"With consumer voices carrying more weight than ever, the strongest brands are built not just on visibility, but on trust, relevance, and advocacy. Recommendations have become one of the most powerful indicators of brand strength. Our Most Recommended Brands 2025 report reflects this.

Drawing on the real opinions of hundreds of thousands of people across the globe, it highlights the brands that are creating experiences worth sharing. Whether you're a challenger brand on the rise or an established leader looking to stay ahead, YouGov's report shows what drives customer loyalty today."

Stephan Shakespeare
CEO and Founder, YouGov

Get in touch

Explore our solutions

Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has 29 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.
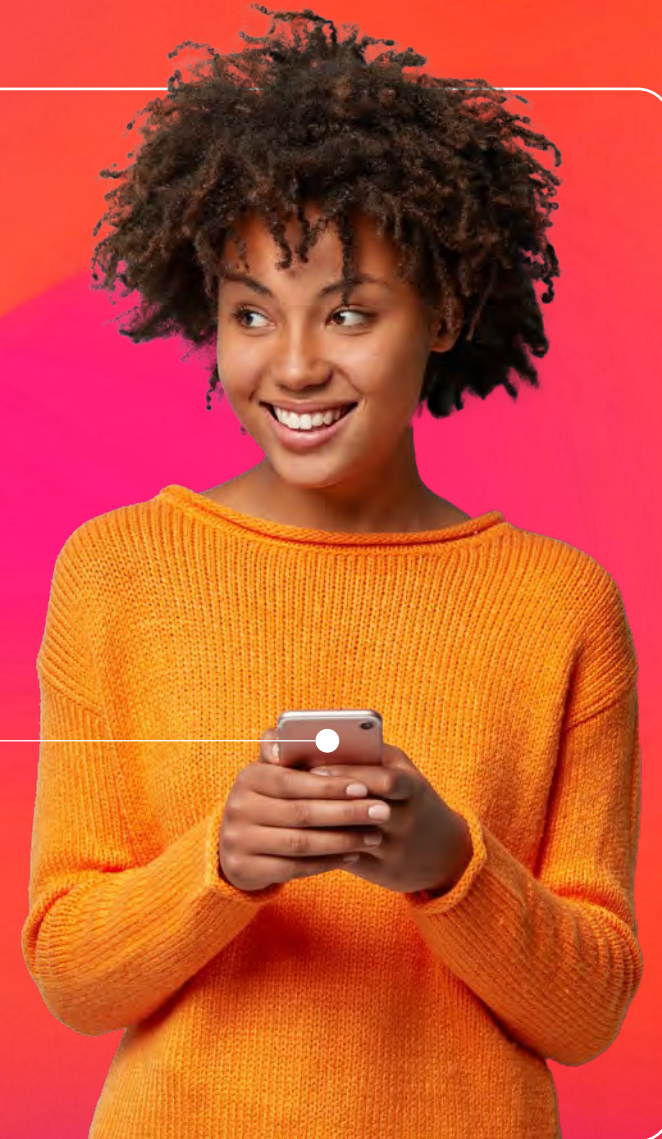
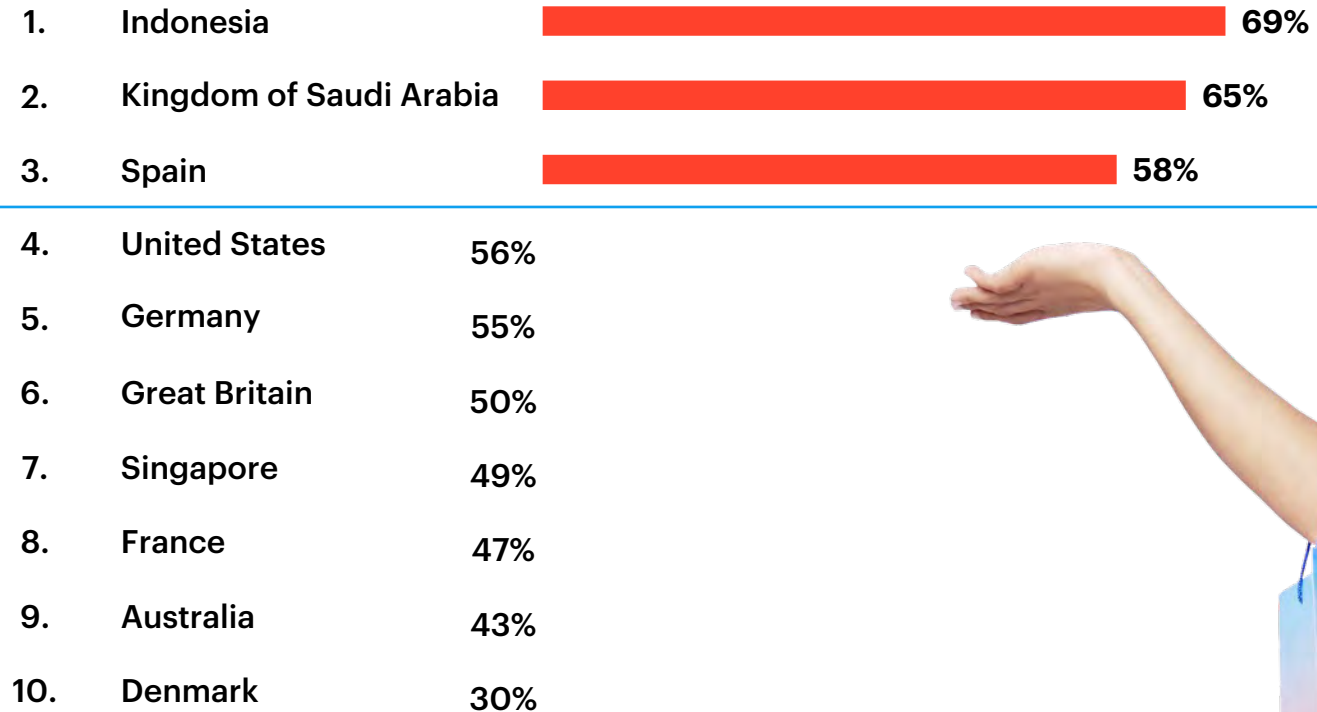**Get in touch**

29m
registered
panel members

55+
markets

Exploring global attitudes in 2025

Top recommenders
Agree: "I love recommending things for people to try."

1.	**Indonesia**	**69%**
2.	**Kingdom of Saudi Arabia**	**65%**
3.	**Spain**	**58%**

4.	**United States**	**56%**
5.	**Germany**	**55%**
6.	**Great Britain**	**50%**
7.	**Singapore**	**49%**
8.	**France**	**47%**
9.	**Australia**	**43%**
10.	**Denmark**	**30%**

YouGov Profiles. June 2025. Target group: Gen pop. n> 3,400.

56% of US consumers agree: "I love recommending things for people to try."

Bar chart:
- Gen Z: 66% ▲
- Millennial: 63% ▲
- Gen X: 52% ▼
- Baby Boomer: 44% ▼
- Silent Generation: 40% ▼

Donut charts:
- Male: 54% ▼
- Female: 57% ▲
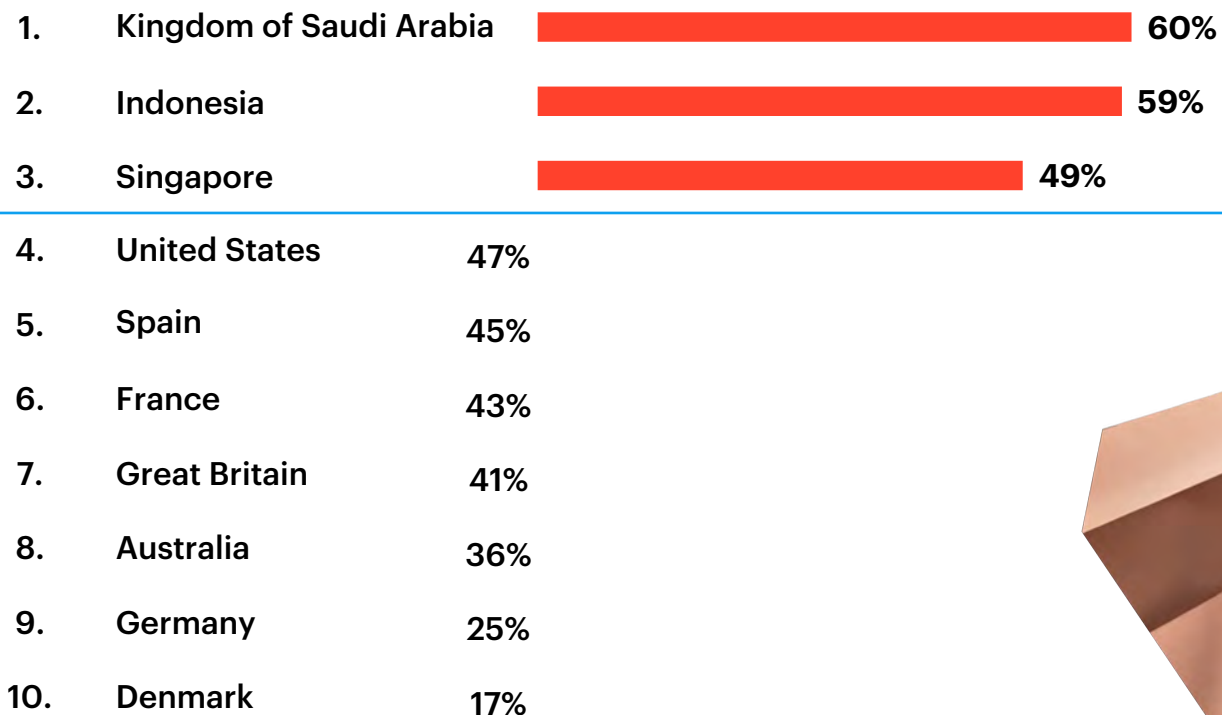- Parent: 53% ▼
- Not Parent: 58% ▲
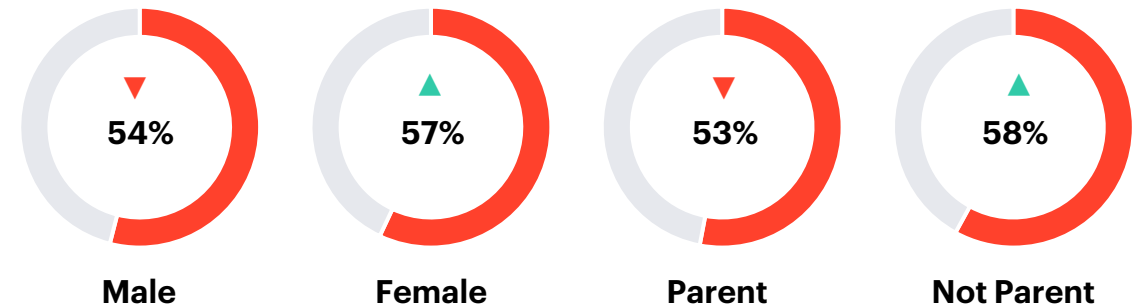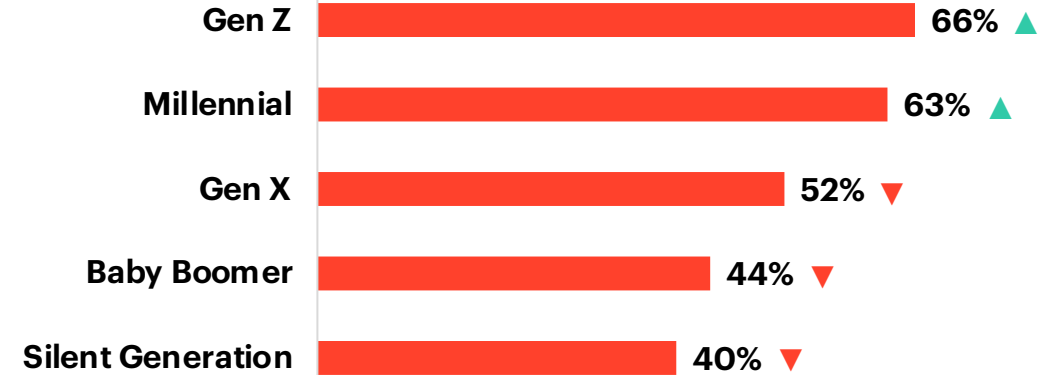
YouGov Profiles. June 2025. Target group: US gen pop by generations, gender, and parent status. n> 1,400.

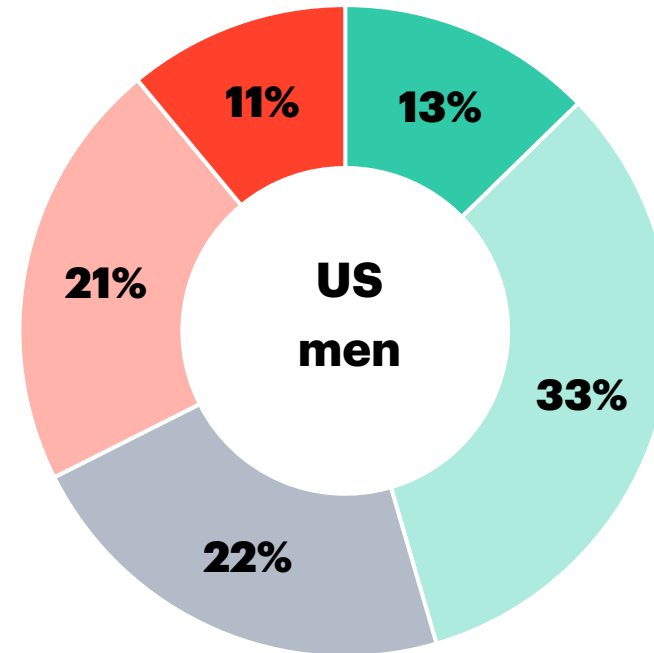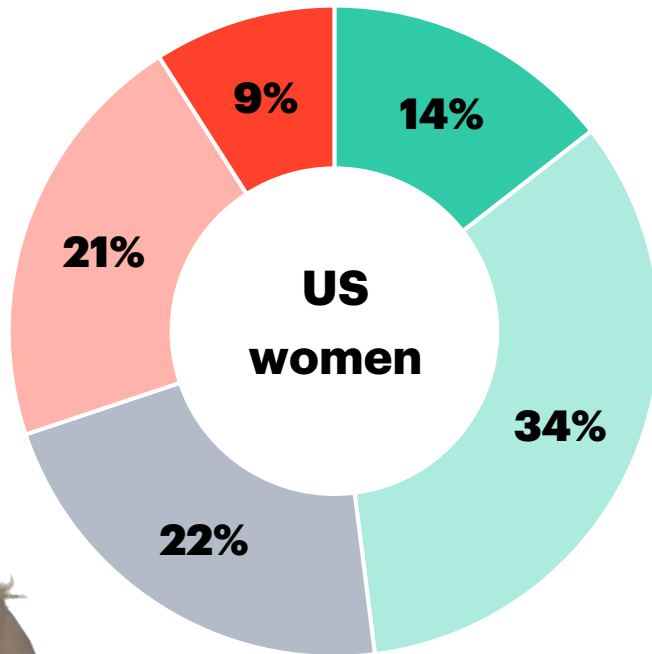▲/▼ - indicates significant difference compared to US gen pop.

Top recommenders
Agree: "I am more likely to recommend brands when I am a member of their loyalty program."

1.	Kingdom of Saudi Arabia	60%
2.	Indonesia	59%
3.	Singapore	49%
4.	United States	47%
5.	Spain	45%
6.	France	43%
7.	Great Britain	41%
8.	Australia	36%
9.	Germany	25%
10.	Denmark	17%

YouGov Profiles. June 2025. Target group: Gen pop. n> 3,400.

Global top 10 recommended brands 2025

#10:
Neutrogena

80.8%

Positive Recommend score

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Top performing market with statistically significant growth

United Arab Emirates ▲

Additional high performing markets with statistically significant growth

United States of America ▲

#9:

trivago

81.0%

Positive Recommend score

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Top performing market with statistically significant growth

India ▲

Additional high performing markets with statistically significant growth

Germany ▲   United States of America ▲

#8:
BMW

81.4%

Positive Recommend score

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Top performing market with statistically significant growth
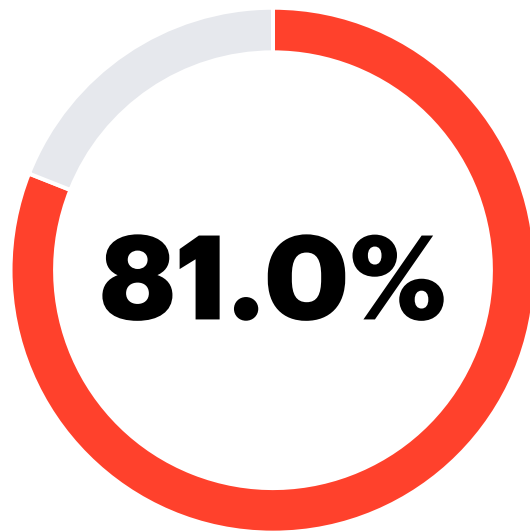
Germany ▲

100%

83%

75%

73%

50%

25%

0%
2023/05   2023/11   2024/05   2024/11   2025/05

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Global weighted averages based on tracked markets. n> 9,600.
Performance tracking analysis among BMW current customers in Germany; June 1, 2023 – May 31, 2025; Daily n> 650
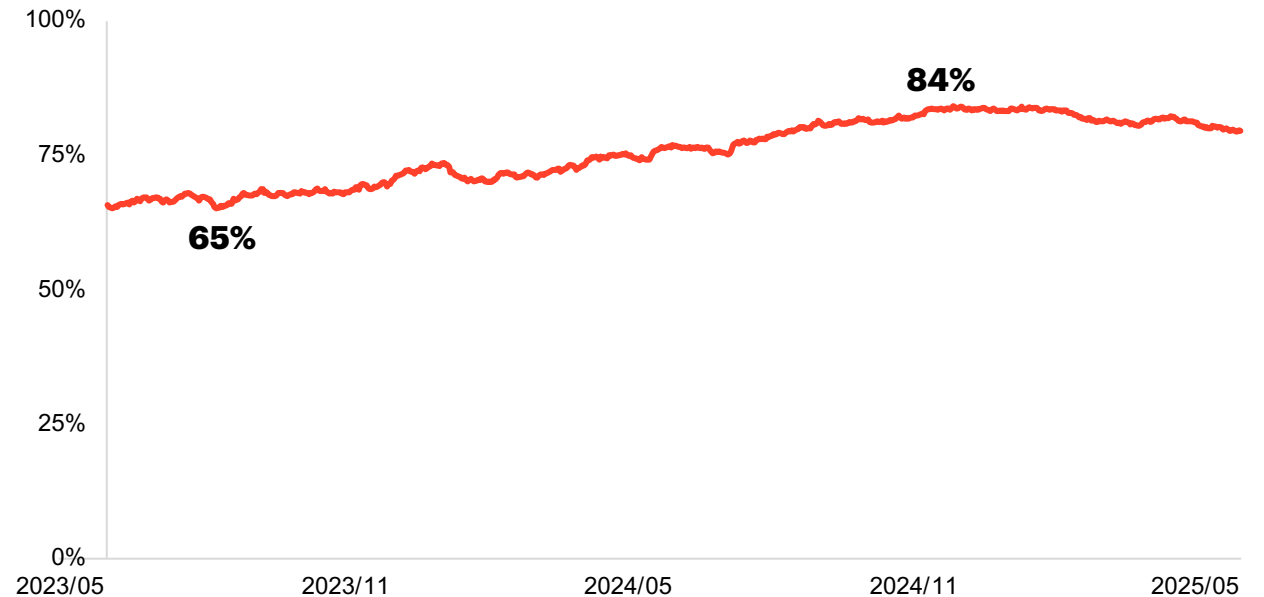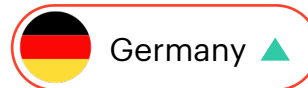
#7:
Mercedes-Benz

81.8%

Positive Recommend score

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Top performing market with statistically significant growth

Canada ▲

100%

87%

75%

65%

50%

25%

0%
2023/05   2023/11   2024/05   2024/11   2025/05

Additional high performing markets with statistically significant growth

Denmark ▲

YouGov

#6:
Nike

82.0%

Positive Recommend score

Want a performance snapshot for your brand?

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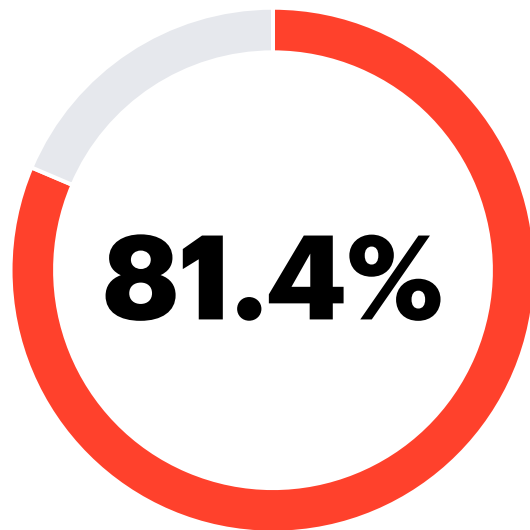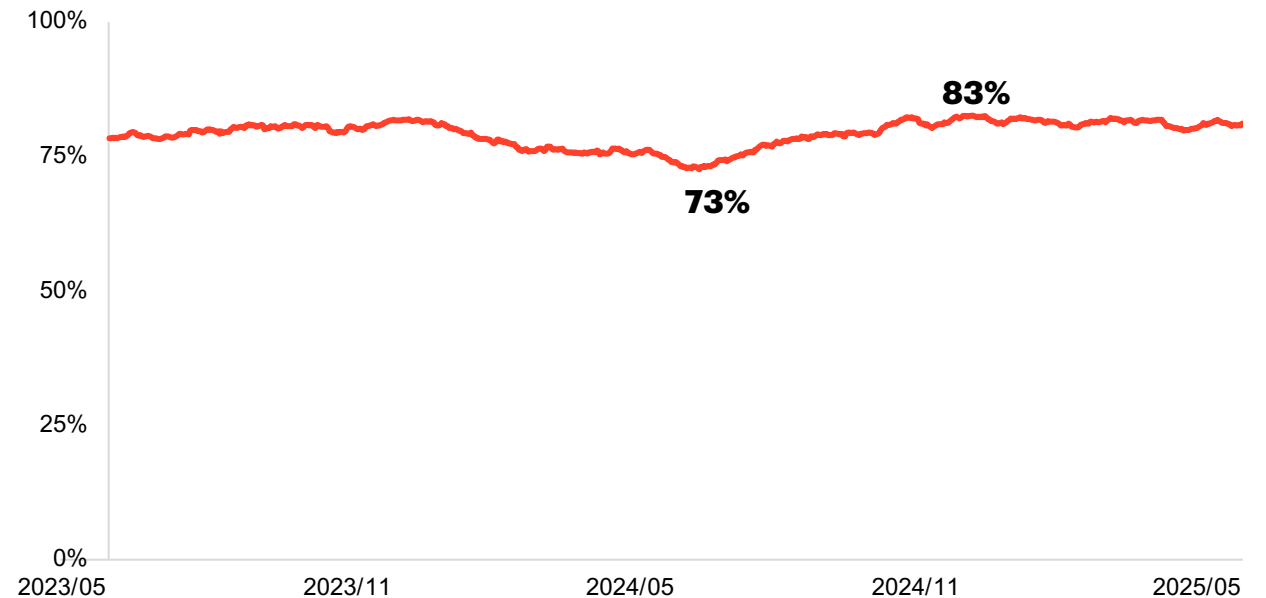**Top performing market with statistically significant growth**

France ▲

85%

76%

100%				
75%				
50%				
25%				
0%				
2023/05	2023/11	2024/05	2024/11	2025/05

Additional high performing markets with statistically significant growth

Canada ▲   United Kingdom ▲   United States of America ▲

#5:

Nintendo

82.1%

Positive Recommend score

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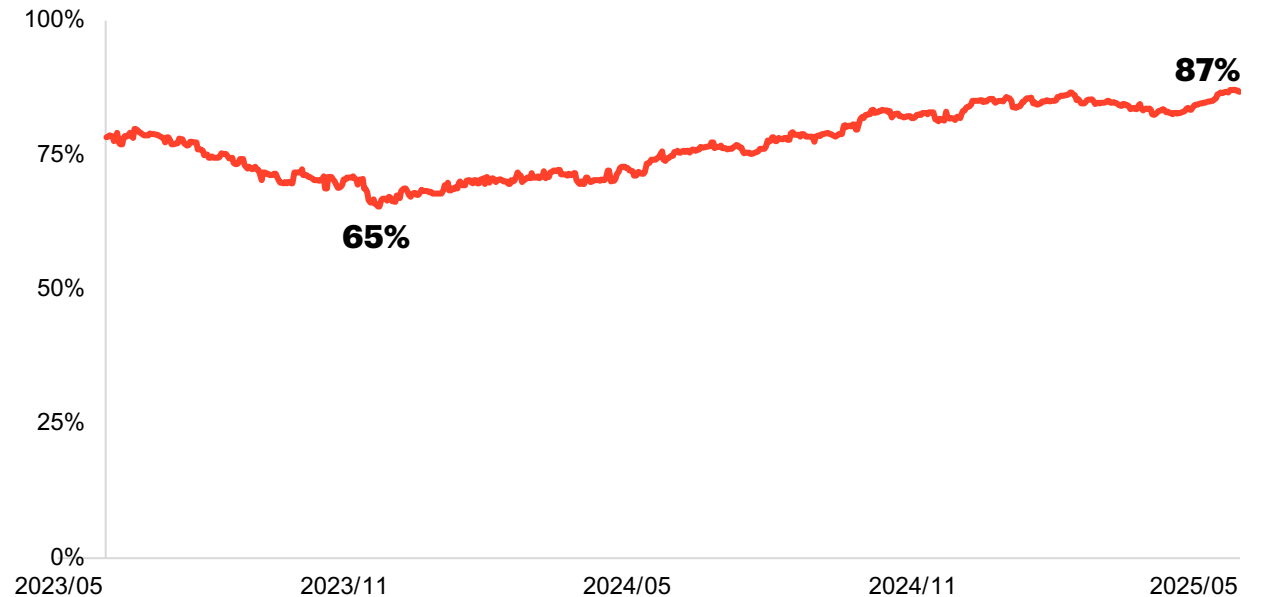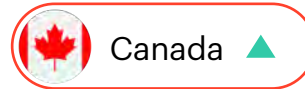**Top performing market with statistically significant growth**

Germany ▲

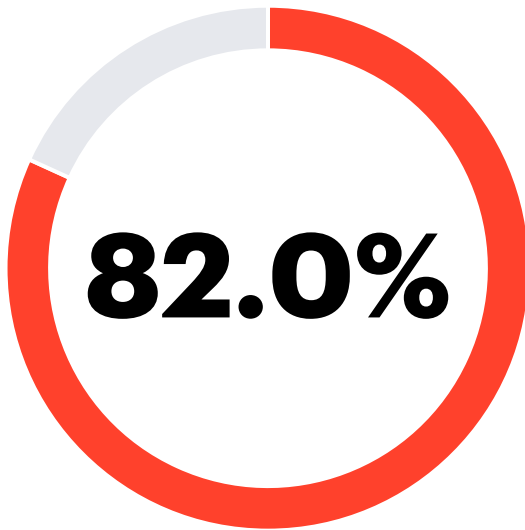**Additional high performing markets with statistically significant growth**

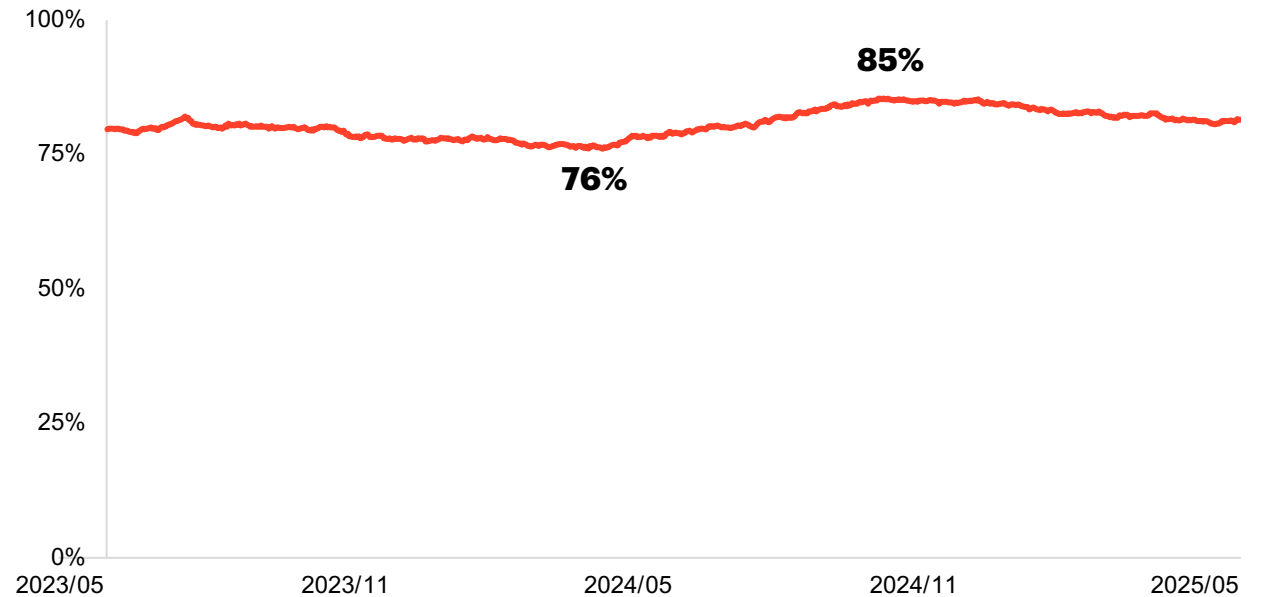United Arab Emirates ▲   Brazil ▲

#4:
adidas

82.5%

Positive Recommend score

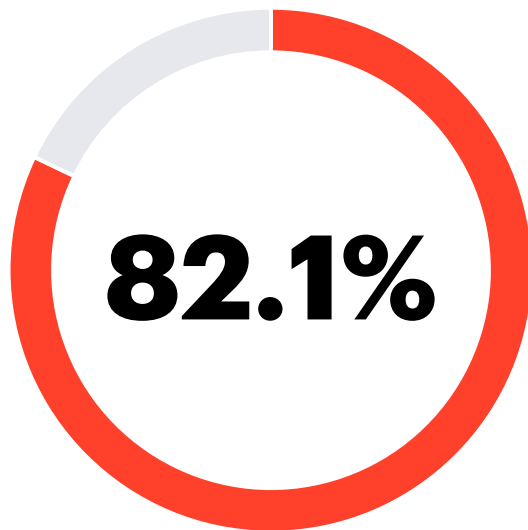**Want a performance snapshot for your brand?**

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Top performing market with statistically significant growth

United Kingdom ▲

Additional high performing markets with statistically significant growth

Australia ▲   United States of America ▲

#3:

Levi's

83.1%

Positive Recommend score

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Top performing market with statistically significant growth

United States of America ▲

Chart axis: 100%, 75%, 50%, 25%, 0%

86%

80%

X-axis: 2023/05, 2023/11, 2024/05, 2024/11, 2025/05

#2:
Toyota

84.7%
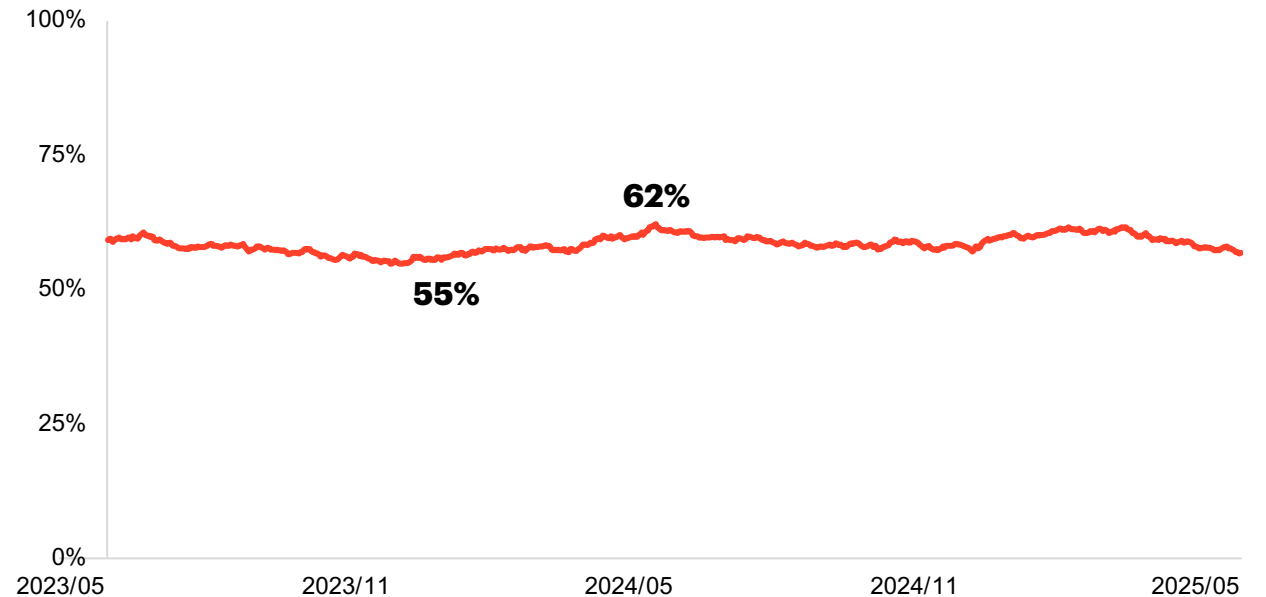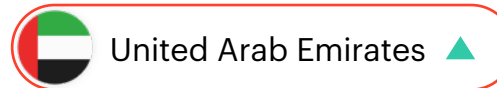
Positive Recommend score

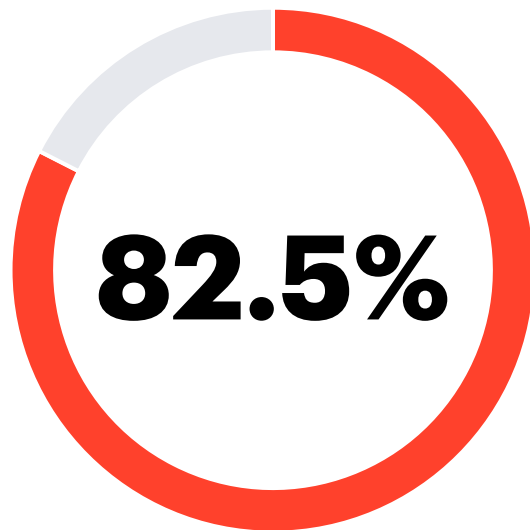**Want a performance snapshot for your brand?**

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Top performing market with statistically significant growth

India ▲

85%

73%

Additional high performing markets with statistically significant growth

Thailand ▲　　Canada ▲　　Philippines ▲

#1:
Emirates

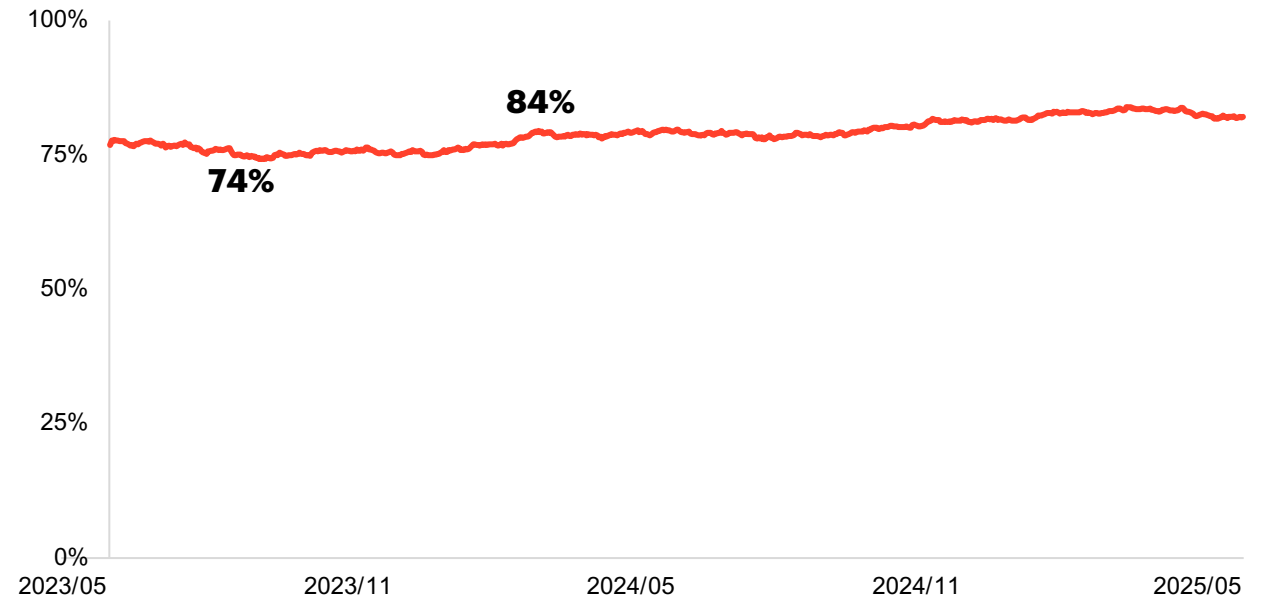## 88.4%

Positive Recommend score

Want a performance snapshot for your brand?

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Top performing market with statistically significant growth

United Kingdom ▲

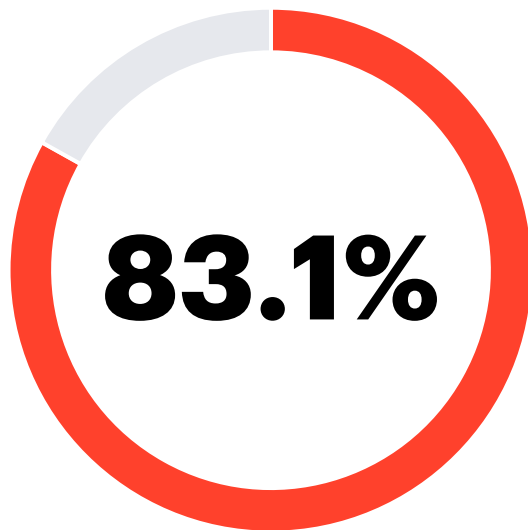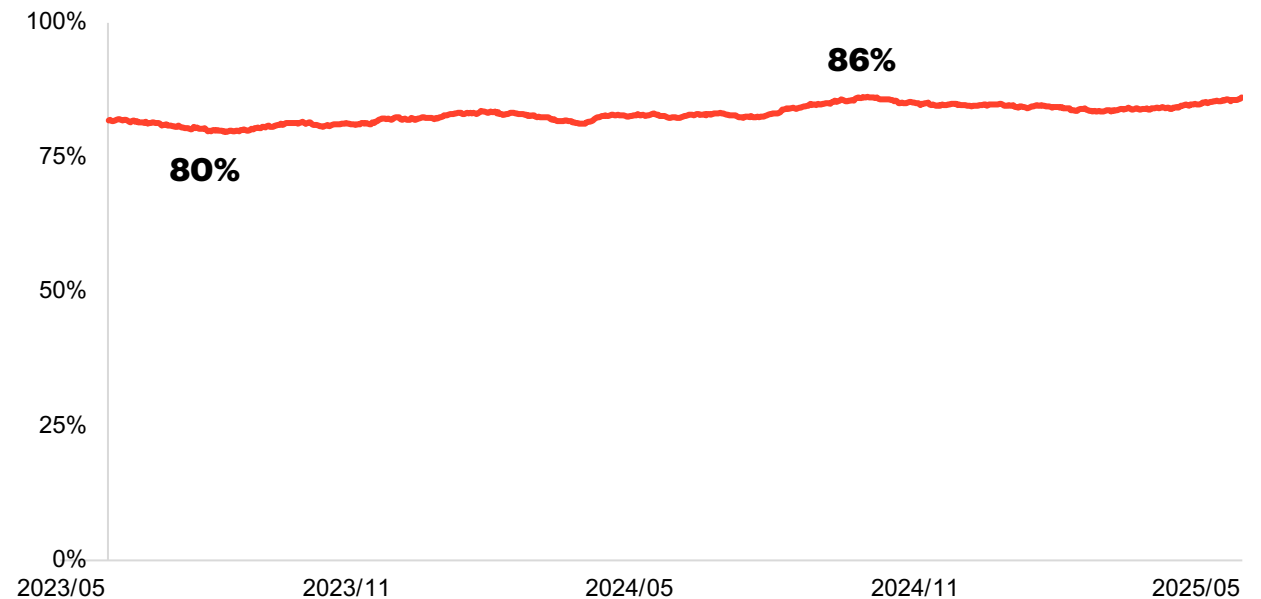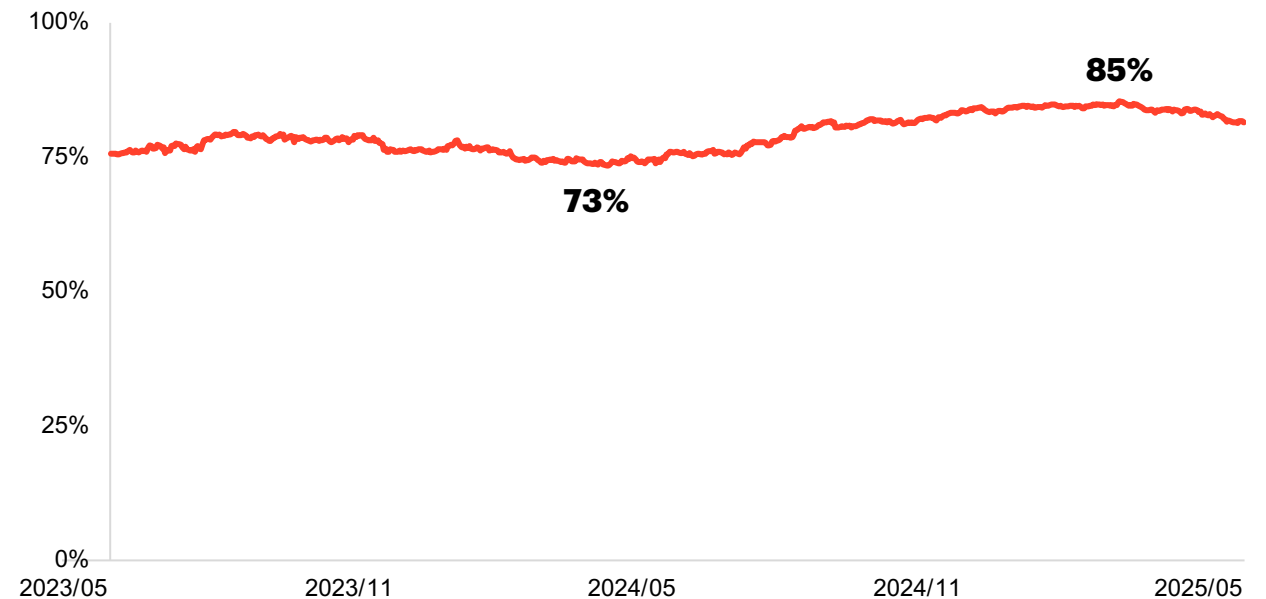**Additional high performing markets with statistically significant growth**

India ▲

YouGov's Global Most Recommended Brands 2025

The top 10 global brands based on positive Recommend score for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Emirates	88.4%
2	Toyota	84.7%
3	Levi's	83.1%
4	adidas	82.5%
5	Nintendo	82.1%
6	Nike	82.0%
7	Mercedes-Benz	81.8%
8	BMW	81.4%
9	trivago	81.0%
10	Neutrogena	80.8%

Explore brand tracking

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Global weighted averages based on tracked markets. n> 8,500.

US top 10 and sector deep dives

- US top 10 brands
- US most improved brands
- Automotive
- Beverages
- Clothing
- Cable, satellite and streaming TV
- CPG: Foods & snacks
- Dining
- Financial services
- Grocery stores
- Retail

United States: Top 10 brands

The top 10 brands in US based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Guinness	90.9%
2	Heineken	90.4%
3	Savage x Fenty	90.1%
4	Counter-Strike: Global Offensive (CS:GO)	89.8%
5	Durex	89.7%
6	Amstel	89.6%
7	St. Jude Children's Research Hospital	89.3%
8	Qatar Airways	89.1%
9	adidas	89.0%
10	Black Rifle Coffee Company	89.0%

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 350.
Gambling/Casinos excluded for United States of America.

Get in touch   **Explore brand tracking**

United States: Top 10 most-improved brands

The top 10 most-improved brands in US based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	X (formerly Twitter)	53.5%	39.4%	14.1
2	GlaxoSmithKline	79.1%	68.3%	10.8
3	Robinhood	69.0%	58.2%	10.8
4	Chuck E. Cheese	76.5%	66.1%	10.4
5	Coinbase	74.2%	63.9%	10.3
6	Cars.com	71.2%	61.3%	9.9
7	Taco Bueno	82.9%	73.6%	9.3
8	Cigna	67.0%	58.2%	8.8
9	Aquafina	76.5%	67.9%	8.6
10	CarGurus	67.2%	58.7%	8.5

YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 700.
+X.X - indicates significant increase in positive recommend score

Get in touch　　**Explore brand tracking**

• United States

Automotive

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	Subaru	88.0%
2	Toyota	87.3%
3	Lexus	85.0%
4	Honda	84.8%
5	Mercedes-Benz	82.0%

YouGov BrandIndex, June 1, 2024 – May 31, 2025
* - among current customers, n> 300.

Want a performance snapshot for your brand?

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• United States   Beverages

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	Guinness	90.9%
2	Heineken	90.4%
3	Amstel	89.6%
4	Black Rifle Coffee Company	89.0%
5	Johnnie Walker	88.3%

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Beverage rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Beer, Hard Seltzer, RTD & non-alc; Carbonated soft drinks; Coffee, juice & tea; Energy & hydration; Spirits, Water brands). Each brand: n> 300.

Want a performance snapshot for your brand?

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• United States   Clothing

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	Savage x Fenty	90.1%
2	adidas	89.0%
3	Nike	88.8%
4	Louis Vuitton	88.8%
5	Zara	88.7%

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Clothing rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Clothing Stores A: Women's; Clothing Stores B: All Others; Retail: Apparel, footwear and accessories I & II; Specialty Retail: Watches). Each brand: n> 300.

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• United States

Cable, Satellite and streaming TV

Exploring the most recommended brands in US for key sectors.

Rank	Network	Positive Recommend score among current customers
1	YouTube TV	**74.8%**
2	BET+	**73.8%**
3	Acorn	**72.9%**
4	Netflix	**71.4%**
5	Tubi	**71.2%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025
* - among current customers, n> 300.

Want a performance snapshot for your brand?

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• United States

CPG: Food & snacks

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	Icelandic Provisions	**85.1%**
2	Ghirardelli	**84.5%**
3	Tillamook	**84.2%**
4	Duke's Mayo	**84.1%**
5	Noosa	**84.1%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Food & snack rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Bars & Breakfast, Frozen & Refrigerated Foods, Salty Snacks & Dips, Shelf Stable Prepared Foods, Sweets and Chocolates). Each brand: n> 300.

Want a performance snapshot for your brand?

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• United States   Dining

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	Cava	**85.5%**
2	Texas Roadhouse	**84.9%**
3	Culver's	**84.0%**
4	California Pizza Kitchen	**83.8%**
5	Taco Bueno	**82.9%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Dining rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Casual; Fast Casual; Fast Food; Specialty - Ice Cream, Pizza, Coffee). Each brand: n> 300.

Want a performance snapshot for your brand?

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• United States   Financial services

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	AXA	**88.9%**
2	Bank of New York	**86.2%**
3	Blockchain.com	**85.0%**
4	USAA	**83.9%**
5	Navy Federal Credit Union	**83.9%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. Financia services rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Consumer banks, Insurance, Investment). Each brand: n> 300.

Want a performance snapshot for your brand?

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• United States   Grocery Stores

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	H-E-B	**86.9%**
2	Trader Joe's	**86.3%**
3	WinCo Foods	**86.0%**
4	Aldi	**85.7%**
5	Wegmans	**85.6%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025
* - among current customers, n> 300.

Want a performance snapshot for your brand?

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• United States   Retail

Exploring the most recommended brands in US for key sectors.

Rank	Brand	Positive Recommend score among current customers
1	IKEA	**87.4%**
2	REI	**87.1%**
3	Cabela's	**84.9%**
4	Costco	**84.6%**
5	Crate & Barrel	**84.0%**
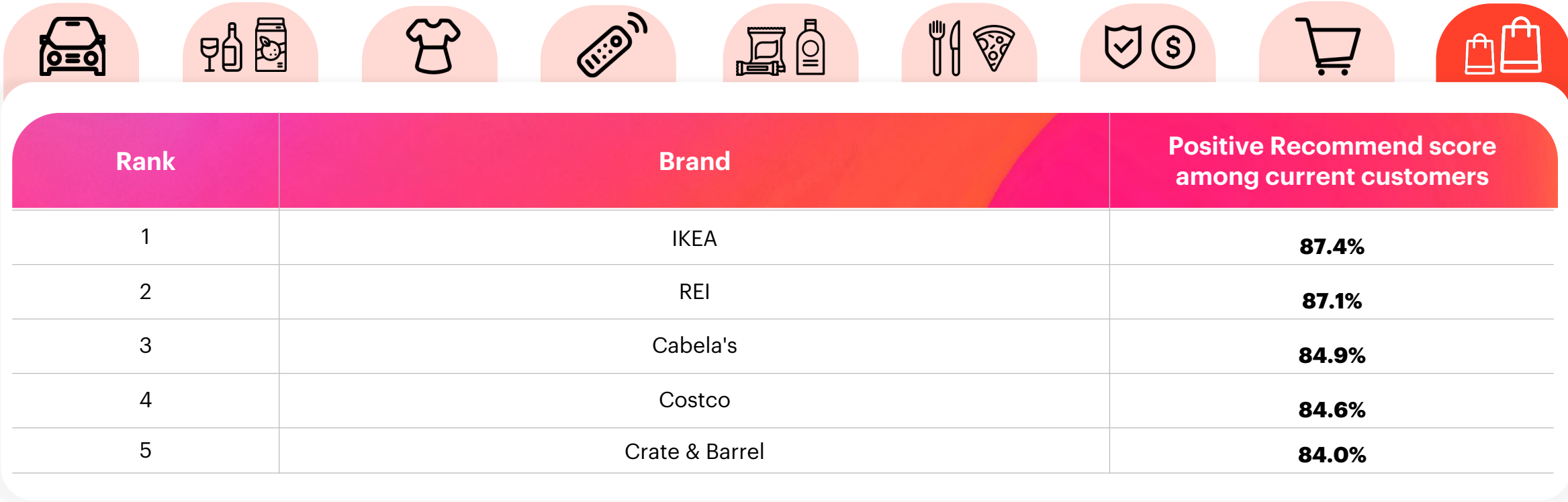
YouGov BrandIndex, June 1, 2024 – May 31, 2025. Retail rankings include multiple BrandIndex categories which further analyze brands by sub-sector (Department Stores, Drug Stores / Pharmacies, Discount Stores; Specialty Retail A: Home Improvement/Furnishings; Specialty Retail B: Sports, Electronics, Drug Stores / Pharmacies; Specialty Retail C: Books, Personal, Kids, Office). Mattress brands and non-physical retailers not included in final ranking table. Each brand: n> 300.

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Global market deep dives

- › Australia
- › Denmark
- › France
- › Germany
- › Indonesia
- › Kingdom of Saudi Arabia
- › Singapore
- › Spain
- › United Kingdom

Australia: Top 10 brands

The top 10 brands in Australia based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Rolex	89.6%
2	Toyota	89.2%
3	Jack Daniel's	88.4%
4	Guinness	88.2%
5	Budweiser	87.8%
6	Emirates	87.7%
7	Heineken	87.1%
8	Johnnie Walker	86.3%
9	Michelin	86.2%
10	BMW	86.1%

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 400.

Australia: Top 10 most-improved brands

The top 10 most-improved brands in Australia based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	X (formerly Twitter)	60.4%	48.5%	11.9
2	Mobil	64.2%	53.4%	10.8
3	Domino's Pizza	66.9%	57.3%	9.6
4	Monster	75.0%	66.6%	8.4
5	American Express	75.4%	67.6%	7.8
6	Apple TV+	68.2%	60.9%	7.3
7	Carlton Draught	80.1%	73.0%	7.1
8	Latitude Financial	43.1%	36.0%	7.1
9	KFC	67.1%	60.1%	7.0
10	V Energy	69.5%	62.6%	6.9

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 550.
X.X - indicates significant increase in positive recommend score

Australia: Key sectors deep dive

Exploring the most recommended brands in Australia for key sectors: Airlines, Hotels and Financial services.

Airlines

Rank	Brand	Positive Recommend score 2025
1	Emirates	**87.7%**
2	Singapore Airlines	**85.4%**
3	Etihad	**85.4%**

Hotels

Rank	Brand	Positive Recommend score 2025
1	Sheraton	**80.8%**
2	Sofitel	**80.6%**
3	InterContinental (IHG)	**80.1%**

Banking and Insurance

Rank	Brand	Positive Recommend score 2025
1	Australian Unity	**80.7%**
2	Bank of Melbourne	**80.2%**
3	Beyond Bank	**79.2%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 300.

Denmark: Top 10 brands

The top 10 brands in Denmark based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Mercedes-Benz	**84.6%**
2	Lærerstandens Brandforsikring	**79.8%**
3	Audi	**79.6%**
4	Lebara	**79.3%**
5	Fjällräven	**78.9%**
6	Tesla	**77.5%**
7	ASICS	**76.7%**
8	Helly Hansen	**76.4%**
9	LEGO	**76.1%**
10	Toyota	**75.4%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 100.

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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 positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Andel Energi	50.3%	44.4%	5.9
2	Booking.com	58.3%	53.4%	4.9
3	Jyske Bank	42.4%	37.5%	4.9
4	OK	69.1%	65.4%	3.7
5	Norwegian	59.3%	55.7%	3.6
6	Biltema	48.6%	45.4%	3.2
7	H&M	48.8%	45.7%	3.1
8	EUROJACKPOT	31.1%	28.1%	3.0
9	Sygeforsikringen "danmark"	70.5%	67.8%	2.7
10	DSB S-tog	32.2	29.5%	2.7

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 600.
+X.X - indicates significant increase in positive recommend score

France: Top 10 brands

The top 10 brands in France based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	EuropaPark	90.8%
2	Nintendo	89.8%
3	Super Mario Bros.	89.6%
4	Guigoz	87.7%
5	Verisure	87.7%
6	Michelin	87.4%
7	La Roche-Posay	87.2%
8	Puy du Fou	86.9%
9	N°5 - Chanel	86.3%
10	Rolex	85.9%

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 350.

Get in touch   **Explore brand tracking**

France: Top 10 most-improved brands

The top 10 most-improved brands in France based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Novotel	74.5%	63.7%	10.8
2	Kiri	66.5%	57.3%	9.2
3	Twix	65.8%	57.1%	8.7
4	Daunat	56.2%	47.5%	8.7
5	Poulain	76.7%	68.5%	8.2
6	Transilien	35.5%	27.4%	8.1
7	Ulys	68.3%	61.1%	7.2
8	Allianz	72.7%	65.8%	6.9
9	Oreo	61.3%	54.5%	6.8
10	Whaou!	54.3%	47.5%	6.8

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 500.
+X.X - indicates significant increase in positive recommend score

France: Key sectors deep dive

Exploring the most recommended brands in France for key sectors: Automotive, Hotels and Financial services.

Automotive

Rank	Brand	Positive Recommend score 2025
1	Toyota	**83.7%**
2	Volkswagen	**82.1%**
3	Audi	**80.8%**

Hotels

Rank	Brand	Positive Recommend score 2025
1	Gites de France	**84.7%**
2	Hilton	**81.4%**
3	Sofitel	**81.3%**

Financial services

Rank	Brand	Positive Recommend score 2025
1	BoursoBank	**80.1%**
2	MAIF	**79.1%**
3	Revolut	**77.4%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 300.

Germany: Top 10 brands

The top 10 brands in Germany based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Too Good To Go	**90.6%**
2	Nintendo	**88.1%**
3	Engelbert Strauss	**86.1%**
4	Rolex	**85.6%**
5	medikamente-per-klick	**85.3%**
6	Baileys	**85.3%**
7	Augustiner	**85.2%**
8	trivago	**85.2%**
9	Johnnie Walker	**84.2%**
10	Ankerkraut	**84.1%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 500.
Shopping centers and video game franchises excluded for Germany.

Germany: Top 10 most-improved brands

The top 10 most-improved brands in Germany based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Turkish Airlines	74.0%	65.2%	8.8
2	RWE	73.8%	65.3%	8.5
3	Deutsche Bank	63.5%	55.6%	7.9
4	EasyJet	60.4%	52.7%	7.7
5	Lipton	77.9%	70.3%	7.6
6	ROLLER	69.4%	61.8%	7.6
7	Holiday Inn	71.1%	63.6%	7.5
8	Airwaves	74.0%	67.5%	6.5
9	Grippostad	73.8%	67.6%	6.2
10	Vitalis (Dr. Oetker)	59.8%	53.6%	6.2

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 550.
+X.X - indicates significant increase in positive recommend score

Germany: Key sectors deep dive

Exploring the most recommended brands in Germany for key sectors: Automotive, Clothing and Financial services.

Automotive

Rank	Brand	Positive Recommend score 2025
1	BMW	**81.4%**
2	Mazda	**80.0%**
3	Audi	**78.8%**

Notable mention

	BYD	**57.7%**

Clothing

Rank	Brand	Positive Recommend score 2025
1	Engelbert Strauss	**86.1%**
2	Adidas	**83.3%**
3	Peek & Cloppenburg	**83.0%**

Financial services

Rank	Brand	Positive Recommend score 2025
1	C24	**82.0%**
2	Revolut	**81.1%**
3	ING	**76.1%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 350.

Indonesia: Top 10 brands

The top 10 brands in Indonesia based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Samsung	**90.9%**
2	Shopee	**90.0%**
3	Garuda Indonesia	**89.4%**
4	Apple	**89.0%**
5	Singapore Airlines	**89.0%**
6	Traveloka	**88.9%**
7	BCA Insurance	**88.8%**
8	Allianz	**88.8%**
9	Netflix	**87.7%**
10	BCA	**87.5%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 500.

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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 positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Ellips	70.4%	63.5%	6.9
2	Sanyo	56.4%	49.9%	6.5
3	Ibis Hotel	75.9%	69.6%	6.3
4	Liputan6.com	53.7%	47.5%	6.2
5	Kunci Mas	64.8%	58.8%	6.0
6	Telkom	65.4%	59.5%	5.9
7	Astra Life	82.9%	77.3%	5.6
8	Oishi	68.6%	63.2%	5.4
9	Leo	70.9%	65.6%	5.3
10	Stella	69.1%	63.8%	5.3

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 500.
+X.X - indicates significant increase in positive recommend score

Kingdom of Saudi Arabia: Top 10 brands

The top 10 brands in Kingdom of Saudi Arabia based on positive
Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Saudia (Saudi Airlines)	91.0%
2	Neom	88.7%
3	Albaik	88.7%
4	adidas	88.3%
5	Qiddiya	88.1%
6	Almarai	88.1%
7	Qatar Airways	87.9%
8	Hilton	87.8%
9	Emaar	86.9%
10	Nike	86.5%

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 550.

Kingdom of Saudi Arabia: Top 10 most-improved brands

The top 10 most-improved brands in Kingdom of Saudi Arabia based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Tang	71.1%	62.4%	8.7
2	Kinder Joy	74.3%	65.7%	8.6
3	Arab National Bank (ANB)	71.0%	63.1%	7.9
4	H&M	72.0%	64.4%	7.6
5	REDTAG	68.5%	61.1%	7.4
6	Kudu	70.6%	64.0%	6.6
7	Danette	69.5%	62.9%	6.6
8	Coca-Cola Light	67.2%	60.8%	6.4
9	Wrigley's Extra	69.1%	62.8%	6.3
10	Pantene	73.5%	67.3%	6.2

Get in touch   **Explore brand tracking**

YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 500.
+X.X - indicates significant increase in positive recommend score

Kingdom of Saudi Arabia: Key sectors deep dive

Exploring the most recommended brands in Kingdom of Saudi Arabia
for key sectors: Automotive, QSR/Dining and Airlines.

Automotive

Rank	Brand	Positive Recommend score 2025
1	Land Rover	**85.3%**
2	Toyota	**85.0%**
3	Lexus	**84.5%**

QSR/Dining

Rank	Brand	Positive Recommend score 2025
1	Albaik	**88.7%**
2	Al Tazaj	**80.7%**
3	Shish Kabab	**77.9%**

Airlines

Rank	Brand	Positive Recommend score 2025
1	Saudia (Saudi Airlines)	**91.0%**
2	Qatar Airways	**87.9%**
3	Emirates	**86.2%**

Want a performance snapshot for your brand?

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 300.

Singapore: Top 10 brands

The top 10 brands in Singapore based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Singapore Airlines	**86.2%**
2	Louis Vuitton	**84.6%**
3	Apple	**84.3%**
4	Uniqlo	**81.7%**
5	Nike	**80.7%**
6	Samsung	**80.6%**
7	Amazon	**80.3%**
8	Amazon Prime	**80.2%**
9	adidas	**79.5%**
10	Shopee	**79.4%**

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 300.

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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 positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	HSBC	43.3%	33.9%	9.4
2	Amazon	80.3%	71.8%	8.5
3	FoodPanda	50.4%	42.5%	7.9
4	X (formerly Twitter)	42.0%	34.5%	7.5
5	NTUC Foodfare	48.9%	41.6%	7.3
6	Samsung Galaxy S	74.6%	67.5%	7.1
7	Burger King	53.8%	47.4%	6.4
8	Today	47.1%	40.8%	6.3
9	Pizza Hut	59.5%	53.5%	6.0
10	Nivea	75.7%	69.9%	5.8

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 500.
+X.X - indicates significant increase in positive recommend score

Singapore: Key sectors deep dive

Exploring the most recommended brands in Singapore
for key sectors: Personal care, Retail and Social networks.

Personal care

Rank	Brand	Positive Recommend score 2025
1	L'Oréal Paris	**77.3%**
2	Dettol	**76.9%**
3	Nivea	**75.7%**

Retail

Rank	Brand	Positive Recommend score 2025
1	Muji	**74.0%**
2	IKEA	**70.3%**
3	DON DON DONKI	**69.9%**

Social networks

Rank	Brand	Positive Recommend score 2025
1	WhatsApp	**63.9%**
2	YouTube	**59.2%**
3	TikTok	**57.9%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 300.

Spain: Top 10 brands

The top 10 brands in Spain based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Toyota	88.1%
2	Isdin	87.1%
3	Mercedes-Benz	86.6%
4	Nivea	86.6%
5	Apple	86.1%
6	Viajes El Corte Inglés	85.8%
7	Estrella Galicia	85.0%
8	Victoria's Secret	84.9%
9	Lavazza	84.9%
10	La Roche-Posay	84.8%

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 300.

Spain: Top 10 most-improved brands

The top 10 most-improved brands in Spain based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Banco Sabadell	58.2%	51.5%	6.7
2	Ocaso	60.3%	54.2%	6.1
3	La Casera	71.9%	65.9%	6.0
4	Cruzcampo	75.2%	69.4%	5.8
5	Endesa	44.6%	39.2%	5.4
6	Iberia	78.4%	73.5%	4.9
7	Schweppes	72.4%	67.5%	4.9
8	Iberdrola	53.7%	48.9%	4.8
9	Carretilla	71.4%	66.9%	4.5
10	Mango	74.2%	69.8%	4.4

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 550.
+X.X - indicates significant increase in positive recommend score

United Kingdom: Top 10 brands

The top 10 brands in United Kingdom based on positive
Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Prada	90.5%
2	Gucci	90.3%
3	Emirates	88.5%
4	MoneySavingExpert	88.3%
5	Konami	86.5%
6	Lacoste	86.0%
7	Burberry	85.9%
8	Grand Theft Auto	85.8%
9	British Airways Holidays	85.7%
10	British Film Institute (BFI)	85.4%

YouGov BrandIndex, June 1, 2024 – May 31, 2025. n> 350.

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United Kingdom: Top 10 most-improved brands

The top 10 most-improved brands in United Kingdom based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Scottish Gas	55.8%	35.0%	20.8
2	Texaco	44.8%	31.8%	13.0
3	Scottish Power	44.4%	32.6%	11.8
4	bet365	60.3%	49.1%	11.2
5	Amstel	76.6%	65.5%	11.1
6	FedEx	63.1%	52.0%	11.1
7	DHL	49.7%	38.8%	10.9
8	Wilko	67.3%	57.0%	10.3
9	Puma	82.5%	72.6%	9.9
10	UPS	48.1%	38.2%	9.9

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YouGov BrandIndex, June 1, 2024 – May 31, 2025 vs previous year. n> 550.
+X.X - indicates significant increase in positive recommend score

United Kingdom: Key sectors deep dive

Exploring the most recommended brands in United Kingdom
for key sectors: Automotive, Hotels and Financial services.

Automotive

Rank	Brand	Positive Recommend score 2025
1	Toyota	**85.1%**
2	Lexus	**84.3%**
3	Audi	**83.7%**

Clothing

Rank	Brand	Positive Recommend score 2025
1	Prada	**90.5%**
2	Gucci	**90.3%**
3	Burberry	**85.9%**

Financial services

Rank	Brand	Positive Recommend score 2025
1	NFU Mutual	**80.7%**
2	Monzo	**79.6%**
3	JP Morgan Chase	**77.4%**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025
Among current customers, n> 350.

Methodology

YouGov's Most Recommended Brands 2025 are powered by YouGov's powerful daily brand and competitor tracking tool, **YouGov BrandIndex**.

Based on over a million customer surveys in 28 markets between June 1, 2024, and May 31, 2025, brands are ranked by share of current customers willing to give positive recommendations.

Positive Recommend scores for each top 10 global brands are aggregated and weighted by the size of the brand's current customer base per market.

Recommend scores are based on respondents' answer to the following question: Which of the following brands would you RECOMMEND to a friend or colleague? Current customers are defined by respondents' answer to the following question: Have you purchased from any of the following brands in the past 30 days–12 months? Timeframe differs based on each sector.

Brand performance analysis for markets with statistically significant growth looks at a 26-week moving average.

To qualify for YouGov's Most Recommended Brands 2025, 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 (except for Denmark, which has a minimum sample size of 100). 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 score, between June 1st, 2023, and May 31st, 2025. All scores are rounded. For brands with the same change in score, ranking is based on highest 2025 score. For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days).
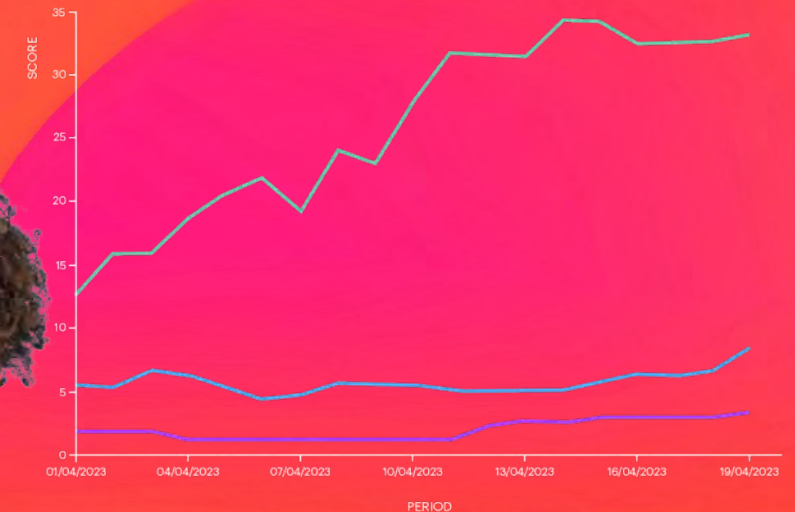
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Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

Advertising awareness

SCORE

35

30

25

20

15

10

5

01/04/2023   04/04/2023   07/04/2023   10/04/2023   13/04/2023   16/04/2023   19/04/2023

PERIOD

Your brand ▮   Competitor 1 ▮   Your brand among Gen Z ▮

Metrics ⌄

Advertising awareness

Thank you

/Research Reality