

UNITED STATES



Top in tech:

U.S. consumer electronics rankings 2026

Exploring the top consumer electronics in America based on
consideration and perceived value among customers.



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Foreword



“

In an era defined by rapid technological evolution and shifting consumer expectations, the landscape of consumer electronics continues to transform at an unprecedented pace. Our top consumer electronics brands report provides business leaders with a snapshot of the top performing and most-improved brands across key industry segments – from household appliances, audio devices to mobile, tablets and laptops.

We explore how leading brands are resonating with distinct demographic cohorts, revealing how gender and generational preferences are shaping purchase behavior and loyalty. Understanding these nuances is essential for companies aiming to innovate, differentiate, and connect with today's diverse global consumer base.”

Ben Paro

VP, YouGov America

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Household appliances

- Consideration rankings
- Value rankings
- Perception comparison
- Brand spotlight



Household appliances

Most considered household appliance brands 2026

Samsung leads as the most considered household appliance brand, followed by LG and Whirlpool.

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When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | Samsung | 40.8 |
| 2 | LG | 37.8 |
| 3 | Whirlpool | 33.5 |
| 4 | GE | 27.7 |
| 5 | KitchenAid | 27.4 |
| 6 | Maytag | 27.0 |
| 7 | Frigidaire | 24.7 |
| 8 | Kenmore | 21.6 |
| 9 | Bosch | 16.8 |
| 10 | Cuisinart | 16.0 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) n > 15,700; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Household appliances

Most considered by in-market consumers

Samsung and LG extend their lead when focusing in on in-market consumers, while most other players see consideration declines.

Ninja, which is also the category's biggest improver in the past 12 months, stands out with in-market consumers.

Bosch also gains ground as consumers approach purchase.

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Consideration comparison

| Rank | Household appliances | Consideration % In-market consumers | Consideration % Gen pop | Difference |
|------|----------------------|--|----------------------------|------------|
| 1 | Samsung ▲ | 51.2 | 40.8 | 10.4 |
| 2 | LG ▲ | 46.1 | 37.8 | 8.3 |
| 3 | Whirlpool | 32.6 | 33.5 | -0.9 |
| 4 | KitchenAid | 26.4 | 27.4 | -1.0 |
| 5 | GE | 25.9 | 27.7 | -1.8 |
| 6 | Maytag ▼ | 22.9 | 27.0 | -4.1 |
| 7 | Frigidaire | 22.6 | 24.7 | -2.1 |
| 8 | Ninja ▲ | 20.7 | 16.0 | 4.7 |
| 9 | Bosch ▲ | 20.3 | 16.8 | 3.5 |
| 10 | Kenmore ▼ | 19.1 | 21.6 | -2.5 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) Consumers in-market to buy an appliance in the next 12 months n> 2,400; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Household appliances

Most considered by generation

| Gen Z | | | Millennials | | | Gen X | | | Baby Boomers+ | | |
|-------|----------------------|-------------------|-------------|----------------------|-------------------|-------|----------------------|-------------------|---------------|----------------------|-------------------|
| Rank | Household appliances | Consideration (%) | Rank | Household appliances | Consideration (%) | Rank | Household appliances | Consideration (%) | Rank | Household appliances | Consideration (%) |
| 1 | Samsung ▲ | 51.7 | 1 | Samsung ▲ | 48.8 | 1 | Samsung | 42.3 | 1 | Whirlpool ▲ | 36.7 |
| 2 | LG ▲ | 42.2 | 2 | LG ▲ | 44.4 | 2 | Whirlpool ▲ | 39.2 | 2 | LG ▼ | 33.9 |
| 3 | KitchenAid ▼ | 24.8 | 3 | Whirlpool ▼ | 29.2 | 3 | LG | 37.0 | 3 | Samsung ▼ | 33.8 |
| 4 | Ninja ▲ | 22.3 | 4 | KitchenAid | 26.8 | 4 | GE ▲ | 34.2 | 4 | Maytag ▲ | 32.8 |
| 5 | Dyson ▲ | 18.2 | 5 | GE ▼ | 24.1 | 5 | Maytag ▲ | 31.8 | 5 | GE | 30.3 |
| 6 | Whirlpool ▼ | 17.6 | 6 | Ninja ▲ | 22.8 | 6 | KitchenAid ▲ | 31.3 | 6 | Frigidaire ▲ | 27.8 |
| 7 | Shark | 15.2 | 7 | Dyson ▲ | 20.6 | 7 | Frigidaire ▲ | 29.7 | 7 | KitchenAid | 26.4 |
| 8 | Cuisinart ▼ | 13.2 | 8 | Frigidaire ▼ | 20.2 | 8 | Kenmore ▲ | 27.2 | 8 | Kenmore ▲ | 24.6 |
| 9 | Bosch ▼ | 13.0 | 9 | Maytag ▼ | 19.7 | 9 | Ninja ▲ | 19.1 | 9 | Bosch | 17.5 |
| 10 | Nespresso ▲ | 12.8 | 10 | Shark ▲ | 17.8 | 10 | Cuisinart ▲ | 18.8 | 10 | Cuisinart | 16.0 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen Z n> 1,600; Millennial n> 4,300; Gen X n> 3,500; Baby Boomers+ n> 7,200; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Large household appliances

Most considered: Homeowners vs renters

Gen pop

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | Samsung | 40.8 |
| 2 | LG | 37.8 |
| 3 | Whirlpool | 33.5 |
| 4 | GE | 27.7 |
| 5 | Maytag | 27.0 |
| 6 | Frigidaire | 24.7 |
| 7 | Kenmore | 21.6 |
| 8 | Bosch | 16.8 |
| 9 | GE Profile | 10.8 |
| 10 | Amana | 9.1 |

Homeowners

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | Samsung | 39.2 |
| 2 | LG | 39.1 |
| 3 | Whirlpool ▲ | 38.9 |
| 4 | GE ▲ | 33.4 |
| 5 | Maytag ▲ | 32.2 |
| 6 | Frigidaire ▲ | 29.5 |
| 7 | Kenmore ▲ | 24.4 |
| 8 | Bosch ▲ | 20.5 |
| 9 | GE Profile ▲ | 14.3 |
| 10 | Amana ▲ | 11.7 |

Renters

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | Samsung | 39.3 |
| 2 | LG ▼ | 33.2 |
| 3 | Whirlpool ▼ | 26.8 |
| 4 | GE ▼ | 21.6 |
| 5 | Maytag ▼ | 20.7 |
| 6 | Frigidaire ▼ | 19.8 |
| 7 | Kenmore ▼ | 18.9 |
| 8 | Bosch ▼ | 11.4 |
| 9 | Amana ▼ | 6.6 |
| 10 | GE Profile ▼ | 6.3 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen pop n> 21,000 ; Homeowners n> 10,400 ; Renters n> 5,200; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Small household appliances

Most considered: Homeowners vs renters

Gen pop

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | KitchenAid | 27.4 |
| 2 | Cuisinart | 16.0 |
| 3 | Ninja | 16.0 |
| 4 | Dyson | 16.0 |
| 5 | Shark | 15.9 |
| 6 | Keurig | 15.1 |
| 7 | Hamilton Beach | 12.7 |
| 8 | Bissell | 12.6 |
| 9 | Mr. Coffee | 12.5 |
| 10 | Honeywell | 9.7 |

Homeowners

| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | KitchenAid | 29.4 |
| 2 | Cuisinart | 16.6 |
| 3 | Shark | 16.2 |
| 4 | Dyson | 15.1 |
| 5 | Keurig | 14.7 |
| 6 | Ninja | 14.0 |
| 7 | Hamilton Beach | 12.2 |
| 8 | Bissell | 11.9 |
| 9 | Mr. Coffee | 11.9 |
| 10 | Honeywell | 9.5 |

Renters

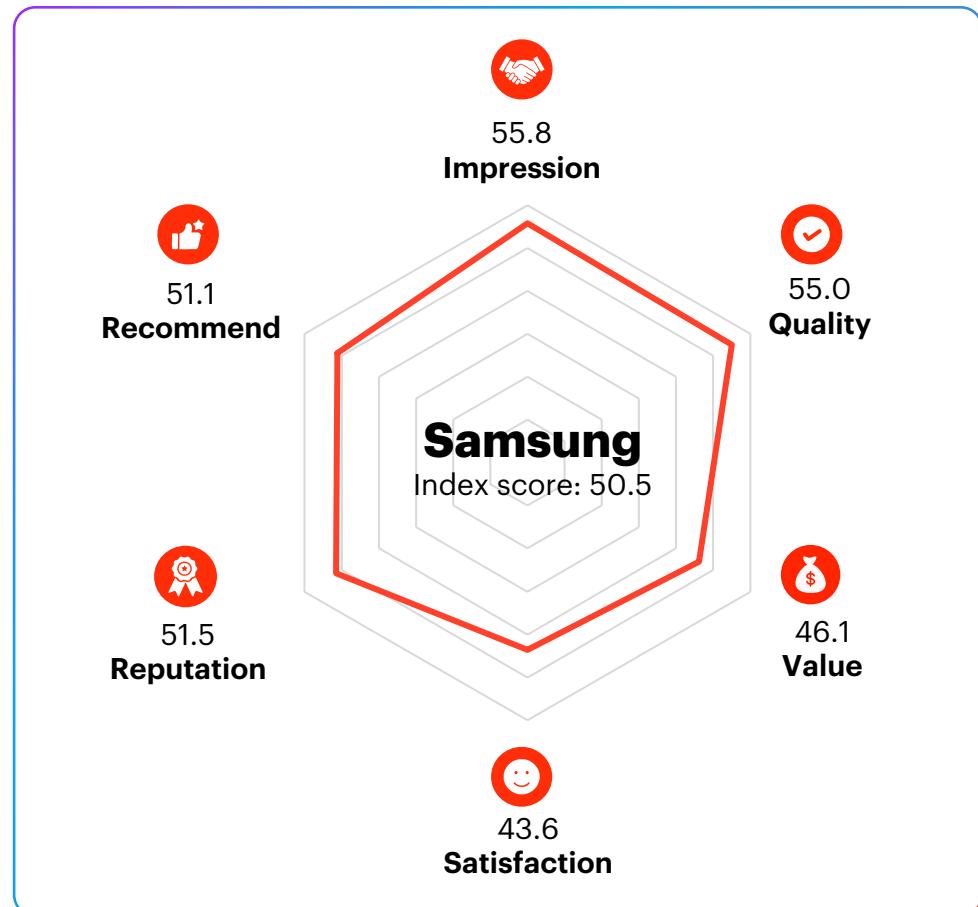
| Rank | Household appliances | Consideration (%) |
|------|----------------------|-------------------|
| 1 | KitchenAid | 25.0 |
| 2 | Ninja | 16.9 |
| 3 | Cuisinart | 16.7 |
| 4 | Dyson | 15.9 |
| 5 | Keurig | 15.3 |
| 6 | Hamilton Beach | 15.0 |
| 7 | Shark | 14.7 |
| 8 | Mr. Coffee | 14.2 |
| 9 | Bissell | 13.8 |
| 10 | Honeywell | 10.3 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen pop n> 21,700 ; Homeowners n> 10,400; Renters n> 5,200; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Household appliances

Perception comparison: Samsung vs. LG



Household appliances

Value: Top ranked & most improved among current or former customers

Value: Top ranked

| Rank | Household appliances | Value (net score) |
|------|----------------------|-------------------|
| 1 | Midea | 57.6 |
| 2 | LG | 54.4 |
| 3 | Samsung | 52.9 |
| 4 | Ninja | 52.7 |
| 5 | KitchenAid | 50.2 |
| 6 | Bosch | 49.2 |
| 7 | Shark | 48.9 |
| 8 | Whirlpool | 47.4 |
| 9 | Miele | 46.9 |
| 10 | Breville | 46.3 |

Value: Most improved

| Rank | Household appliances | 2025 Value (net score) | 2024 Value (net score) | Change |
|------|----------------------|------------------------|------------------------|-------------|
| 1 | GE Profile | 38.4 | 35.6 | +2.8 |
| 2 | Miele | 46.9 | 45.0 | +1.9 |
| 3 | De'Longhi | 35.6 | 34.9 | +0.7 |

YouGov BrandIndex (Jan 1, 2025 - Dec 31, 2025 vs. Jan 1, 2024 - Dec 31, 2024). Customers of each brands: n> 450; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days); To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Question: "Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."

Household appliances

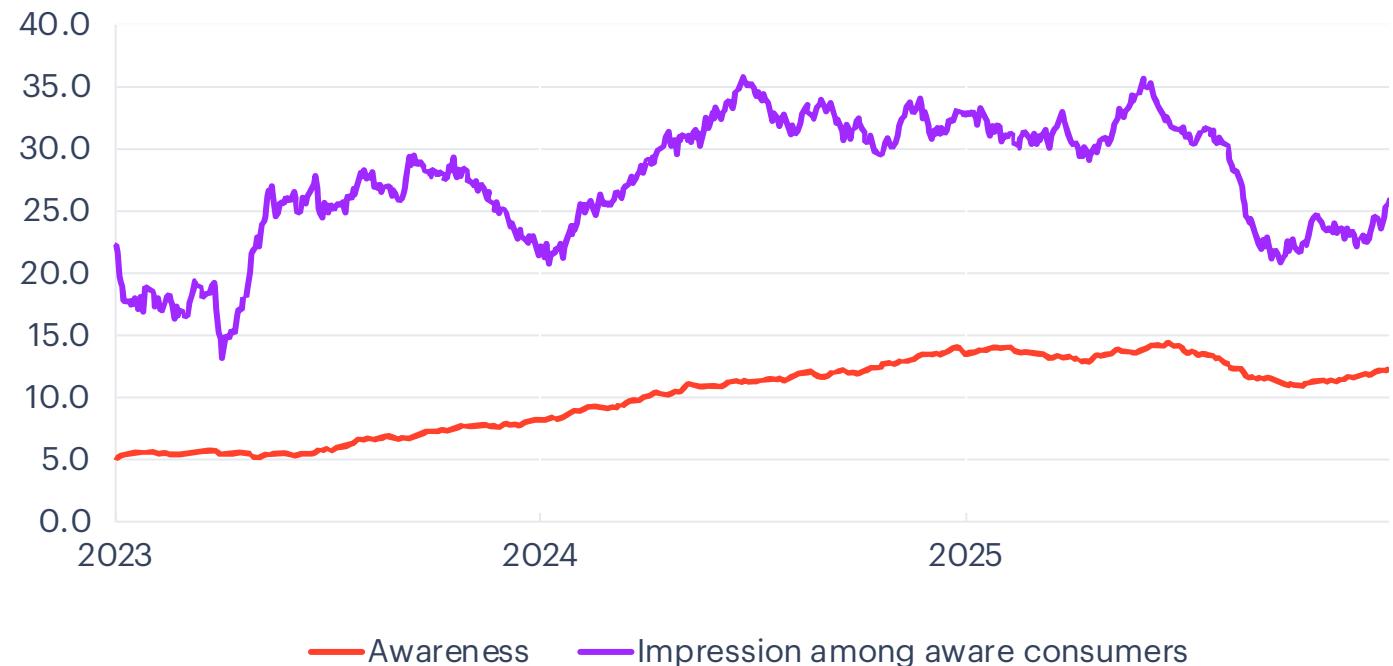
Spotlight: Midea

Chinese value appliance brand Midea's Awareness has risen strongly over the past three years, from 5% to a peak of 14.2% in June 2025.

Meanwhile, the brand's Impression among Aware consumers has also increased, despite a dip in the second half of 2025 following a major product recall.

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Midea Awareness and Impression among Aware consumers



YouGov BrandIndex (Jan 1, 2023 - Dec 31, 2025) with 16 week moving average. Awareness (%) among US gen pop: n> 290. Impression (net) among Aware Consumers n> 120.

Personal tech devices

- Consideration rankings
- Value rankings



Mobile, tablets and laptops

Most considered personal tech brands

Samsung leads as the most considered personal tech brand, followed by iPhone and Apple.

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When you are in the market next to purchase or subscribe to products/services (like those provided by the brands previously mentioned), from which of the following would you consider buying?

| Rank | Personal tech brand | Consideration (%) |
|------|---------------------|-------------------|
| 1 | Samsung | 45.3 |
| 2 | iPhone | 35.5 |
| 3 | Apple | 35.0 |
| 4 | LG | 27.5 |
| 5 | Sony | 26.4 |
| 6 | HP | 26.3 |
| 7 | Dell | 21.7 |
| 8 | iPad | 20.5 |
| 9 | Kindle | 15.2 |
| 10 | Panasonic | 14.1 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) n> 29,100; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Personal tech

Most considered by generation

| Gen Z | | | Millennials | | | Gen X | | | Baby Boomer | | |
|-------|----------------|-------------------|-------------|----------------|-------------------|-------|---------------|-------------------|-------------|---------------|-------------------|
| Rank | Personal tech | Consideration (%) | Rank | Personal tech | Consideration (%) | Rank | Personal tech | Consideration (%) | Rank | Personal tech | Consideration (%) |
| 1 | Apple ▲ | 44.9 | 1 | Samsung | 46.3 | 1 | Samsung | 47.4 | 1 | Samsung | 45.0 |
| 2 | iPhone ▲ | 43.5 | 2 | Apple | 38.8 | 2 | iPhone | 32.2 | 2 | iPhone | 34.8 |
| 3 | Samsung ▼ | 41.3 | 3 | iPhone | 36.6 | 3 | Apple ▼ | 31.9 | 3 | Apple | 32.0 |
| 4 | LG ▼ | 21.7 | 4 | Sony | 28.8 | 4 | Sony | 28.9 | 4 | HP ▲ | 30.2 |
| 5 | HP ▼ | 20.7 | 5 | LG | 27.0 | 5 | LG | 28.3 | 5 | LG | 28.7 |
| 6 | Sony ▼ | 20.5 | 6 | iPad | 21.6 | 6 | HP | 25.3 | 6 | Sony | 25.6 |
| 7 | Mac ▲ | 20.2 | 7 | HP ▼ | 20.9 | 7 | Dell | 21.6 | 7 | Dell ▲ | 24.5 |
| 8 | iPad | 19.1 | 8 | Dell ▼ | 19.2 | 8 | iPad | 18.7 | 8 | iPad | 21.0 |
| 9 | Google Pixel ▲ | 15.7 | 9 | Mac ▲ | 17.8 | 9 | Panasonic | 15.6 | 9 | Kindle ▲ | 17.9 |
| 10 | Dell ▼ | 14.7 | 10 | Google Pixel ▲ | 16.8 | 10 | Kindle | 14.9 | 10 | Panasonic ▲ | 15.6 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen Z n> 3,300; Millennial n> 6,000; Gen X n> 6,400; Baby Boomer n> 13,100; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Question: When you are in the market next to purchase or subscribe to products/services (like those provided by the brands previously mentioned), from which of the following would you consider buying?

|▲/▼: +/-10% relative difference from gen pop.

Personal tech

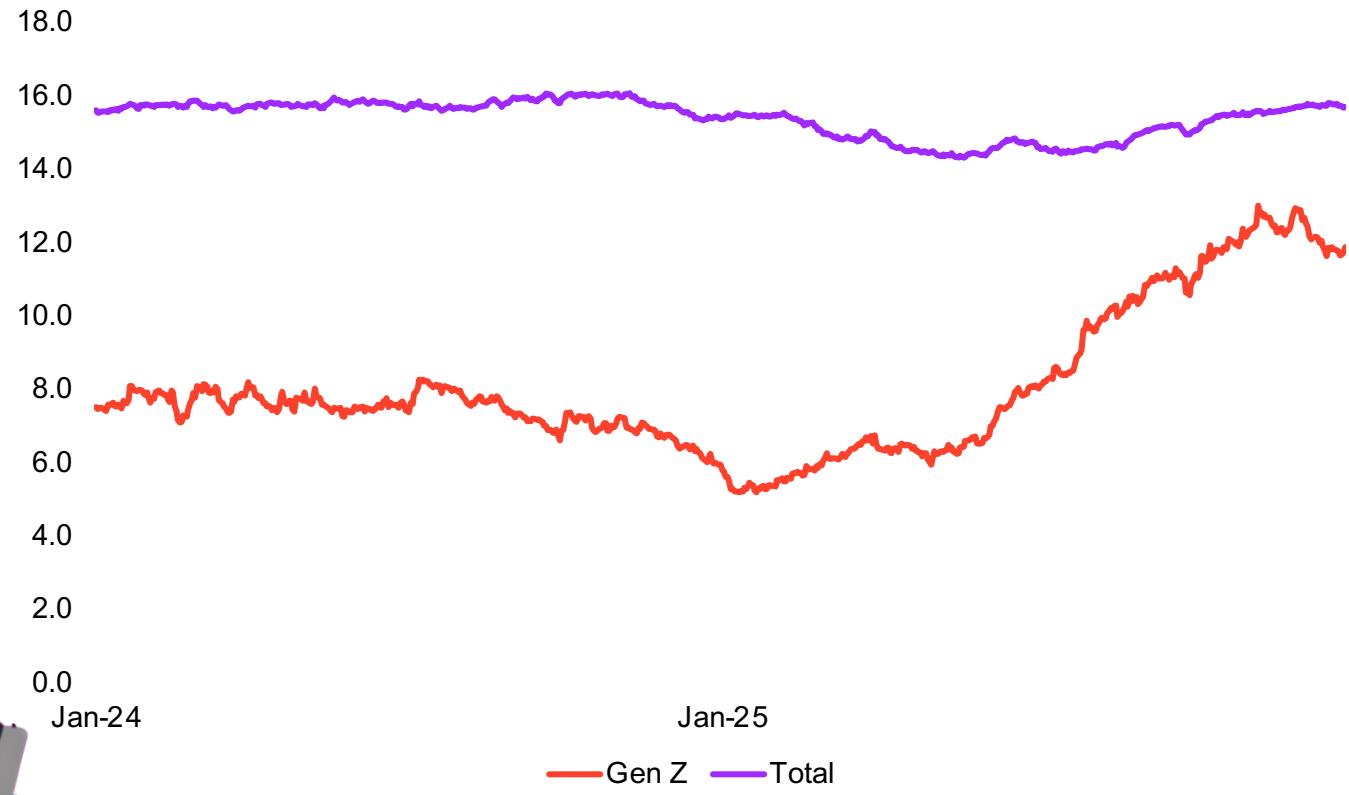
Spotlight: Kindle

Amazon-owned e-reader brand Kindle saw its Consideration score rise sharply among Gen Z in 2025.

The popularity of BookTok, including Kindle unboxings by influencers, and phone-fatigue may be contributing to this increased interest in the brand.

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Kindle Consideration among Gen Z



26-week moving average

YouGov BrandIndex (Jan 1, 2024 - Dec 31, 2025). Consideration (%) with 26-week periodicity- US gen pop: n > 13,000; US gen z: n > 1,600. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Q: "When you are in the market next to purchase or subscribe to products/services (like those provided by the brands previously mentioned), from which of the following would you consider buying?"

Personal tech

Brands ranked on Impression

| Gen Z | | | Millennials | | | Gen X | | | Baby Boomer | | |
|-------|---------------|---------------------------|-------------|---------------|---------------------------|-------|---------------|---------------------------|-------------|---------------|---------------------------|
| Rank | Personal tech | Impression, net score (%) | Rank | Personal tech | Impression, net score (%) | Rank | Personal tech | Impression, net score (%) | Rank | Personal tech | Impression, net score (%) |
| 1 | Samsung | 50.1 | 1 | Samsung | 52.8 | 1 | Samsung | 54.2 | 1 | Samsung | 54.9 |
| 2 | iPhone | 45.4 | 2 | Sony | 38.5 | 2 | Sony | 43.2 | 2 | Sony | 45.0 |
| 3 | Apple | 42.2 | 3 | LG | 37.0 | 3 | LG | 37.9 | 3 | HP | 42.5 |
| 4 | Sony | 33.6 | 4 | Apple | 33.7 | 4 | HP | 33.9 | 4 | LG | 40.6 |
| 5 | LG | 33.3 | 5 | iPhone | 32.9 | 5 | Apple | 29.4 | 5 | iPhone | 38.8 |
| 6 | iPad | 29.1 | 6 | HP | 26.8 | 6 | Dell | 28.9 | 6 | Dell | 37.3 |
| 7 | HP | 29.0 | 7 | iPad | 25.0 | 7 | iPhone | 28.5 | 7 | Apple | 37.0 |
| 8 | Mac | 27.6 | 8 | Dell | 24.9 | 8 | Panasonic | 26.5 | 8 | iPad | 32.7 |
| 9 | Dell | 26.1 | 9 | Lenovo | 21.0 | 9 | iPad | 25.3 | 9 | Kindle | 32.6 |
| 10 | Lenovo | 22.4 | 10 | Google Pixel | 20.0 | 10 | Kindle | 25.2 | 10 | Panasonic | 32.6 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen Z n> 3,300; Millennial n> 6,000; Gen X n> 6,400; Baby Boomer n> 13,100; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Question: Overall, of which of the following brands do you have a **POSITIVE** impression? / Now which of the following brands you have an overall **NEGATIVE** impression? |▲/▼: +/-10% relative difference from gen pop.

Gaming tech

Brands ranked on Impression

Total 18-49

| Rank | | Improvers | | |
|------|-----------------|---------------|---------------|-------------|
| Rank | Gaming Brands | Gaming Brands | YoY Change | |
| 1 | Samsung | 52.2 | Nintendo | +0.8 |
| 2 | PlayStation | 43.1 | Lenovo | +0.8 |
| 3 | Nintendo | 38.6 | Alienware | +0.5 |
| 4 | Sony | 37.8 | Decliners | |
| 5 | LG | 35.5 | Gaming Brands | |
| 6 | Nintendo Switch | 31.8 | YoY Change | |
| 7 | HP | 28.3 | LG | -4.3 |
| 8 | Xbox | 26.2 | Xbox | -4.1 |
| 9 | Dell | 25.2 | Samsung | -2.9 |
| 10 | Lenovo | 20.6 | Razer | -2.1 |

PC/Console Gamers Age 18-49

| Rank | | Improvers | | |
|------|-----------------|---------------|-----------------|-------------|
| Rank | Gaming Brands | Gaming Brands | YoY change | |
| 1 | Samsung | 53.0 | Sony | +1.0 |
| 2 | PlayStation | 49.4 | Nintendo Switch | +0.7 |
| 3 | Sony | 40.3 | Alienware | +1.4 |
| 4 | LG | 37.6 | Decliners | |
| 5 | Nintendo | 36.5 | Gaming Brands | |
| 6 | Nintendo Switch | 34.6 | YoY Change | |
| 7 | Xbox | 28.9 | HP | -5.1 |
| 8 | Dell | 25.7 | Razer | -4.3 |
| 9 | HP | 25.0 | Xbox | -4.1 |
| 10 | Lenovo | 23.4 | LG | -3.9 |

YouGov BrandIndex (Jan 1, 2024 - Dec 31, 2025). Net brand Impression (%) with 26-week periodicity - US 18-49: n> 13,000; US gen z: n> 1,600. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Q: "When you are in the market next to purchase or subscribe to products/services (like those provided by the brands previously mentioned), from which of the following would you consider buying?"

Personal tech

Value ranking among current and former customers

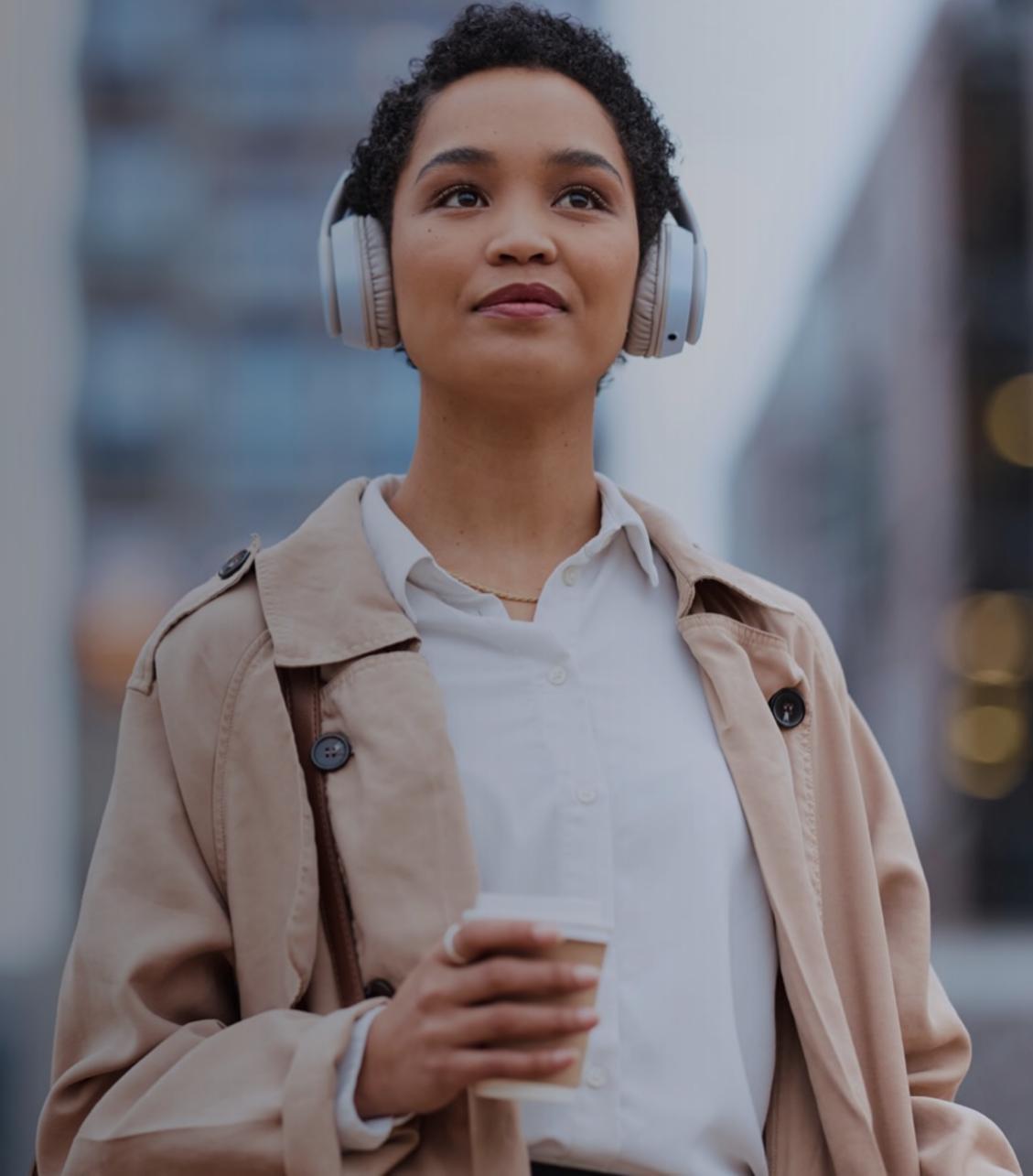
| Gen Z | | | Millennials | | | Gen X | | | Baby Boomer | | |
|-------|----------------|----------------------|-------------|---------------|----------------------|-------|---------------|----------------------|-------------|---------------|----------------------|
| Rank | Personal tech | Value, net score (%) | Rank | Personal tech | Value, net score (%) | Rank | Personal tech | Value, net score (%) | Rank | Personal tech | Value, net score (%) |
| 1 | Samsung ▲ | 66.6 | 1 | Samsung | 56.3 | 1 | Samsung ▼ | 48.7 | 1 | Samsung | 51.6 |
| 2 | Google Pixel ▲ | 60.7 | 2 | Google Pixel | 54.0 | 2 | LG ▼ | 38.4 | 2 | Kindle | 47.1 |
| 3 | LG ▲ | 59.1 | 3 | LG | 47.3 | 3 | Chromebook ▼ | 37.9 | 3 | iPhone ▲ | 44.8 |
| 4 | HP ▲ | 48.9 | 4 | Lenovo ▲ | 47.0 | 4 | Kindle ▼ | 35.7 | 4 | Chromebook | 44.6 |
| 5 | Chromebook ▲ | 48.6 | 5 | Chromebook | 45.9 | 5 | HP ▼ | 35.0 | 5 | iPad ▲ | 44.4 |
| 6 | Dell ▲ | 46.1 | 6 | Sony | 40.7 | 6 | Lenovo ▼ | 34.8 | 6 | LG | 42.8 |
| 7 | Lenovo ▲ | 45.9 | 7 | Dell | 40.6 | 7 | Dell ▼ | 34.3 | 7 | HP | 40.3 |
| 8 | Acer ▲ | 44.1 | 8 | HP | 37.9 | 8 | Sony ▼ | 33.2 | 8 | Mac ▲ | 40.2 |
| 9 | Sony ▲ | 43.8 | 9 | Acer ▲ | 37.8 | 9 | Mac | 28.3 | 9 | Dell | 39.8 |
| 10 | Mac ▲ | 42.2 | 10 | iPhone | 36.0 | 10 | Panasonic | 27.7 | 10 | Lenovo | 39.1 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Current and former customers of each brand; Gen Z n> 300; Millennial n> 220; Gen X n> 220; Baby Boomer n> 250; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Google Pixel excluded for Gen X due to low sample size of current and former customers.

Question: Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that we don't mean *cheap*, but that the brands offer a customer a lot in return for what's paid. [minus] Now which of the following brands do you think represents POOR VALUE FOR MONEY? | ▲/▼: +/-10% relative difference from gen pop.

Audio devices

- Consideration rankings
- Perception comparison
- Brand spotlight
- Value rankings



Audio devices

Most considered audio device brands 2026

Bose dominates consideration in the audio category among the general population.

The brand also leads the category by a wide margin on overall Impression, Satisfaction and Quality metrics.

[Discover brand tracking](#)

When you are in the market next to purchase a consumer electronics product, from which of the following would you consider purchasing?

| Rank | Audio appliances | Consideration (%) |
|------|------------------|-------------------|
| 1 | Bose | 21.4 |
| 2 | JBL | 13.4 |
| 3 | Logitech | 11.7 |
| 4 | Airpods | 11.0 |
| 5 | Yamaha | 9.0 |
| 6 | JVC | 8.5 |
| 7 | Beats by Dr. Dre | 6.1 |
| 8 | Skullcandy | 5.3 |
| 9 | Harman Kardon | 5.0 |
| 10 | Sonos | 3.8 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) n> 22,400; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Audio devices

Most considered by gender

Male

| Rank | Audio devices | Consideration (%) |
|------|------------------|-------------------|
| 1 | Bose ▲ | 24.0 |
| 2 | JBL ▲ | 17.5 |
| 3 | Logitech ▲ | 15.5 |
| 4 | Yamaha ▲ | 13.1 |
| 5 | Airpods | 11.2 |
| 6 | JVC ▲ | 10.9 |
| 7 | Harman Kardon ▲ | 7.6 |
| 8 | Beats by Dr. Dre | 6.5 |
| 9 | Sennheiser ▲ | 6.2 |
| 10 | Skullcandy | 5.6 |

Female

| Rank | Audio devices | Consideration (%) |
|------|------------------|-------------------|
| 1 | Bose ▼ | 19.2 |
| 2 | Airpods | 10.9 |
| 3 | JBL ▼ | 9.7 |
| 4 | Logitech ▼ | 8.5 |
| 5 | JVC ▼ | 6.4 |
| 6 | Beats by Dr. Dre | 5.7 |
| 7 | Yamaha ▼ | 5.3 |
| 8 | Skullcandy | 4.9 |
| 9 | Harman Kardon ▼ | 2.7 |
| 10 | Sonos ▼ | 2.4 |

YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025) Male n> 10,400; Female n> 12,000; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Question: "When you are in the market next to purchase a consumer electronics product, from which of the following would you consider purchasing?"

▲/▼ : +/-10% relative difference from gen pop.

Audio devices

Most considered by generation

| Gen Z | | | Millennials | | | Gen X | | | Baby Boomers | | |
|-------|--------------------|-------------------|-------------|--------------------|-------------------|-------|------------------|-------------------|--------------|--------------------|-------------------|
| Rank | Audio/devices | Consideration (%) | Rank | Audio/devices | Consideration (%) | Rank | Audio/devices | Consideration (%) | Rank | Audio/devices | Consideration (%) |
| 1 | Airpods ▲ | 20.1 | 1 | Bose | 19.4 | 1 | Bose ▲ | 24.4 | 1 | Bose | 22.5 |
| 2 | JBL ▲ | 19.2 | 2 | JBL ▲ | 18.9 | 2 | JBL ▲ | 15.4 | 2 | Logitech | 11.3 |
| 3 | Bose ▼ | 10.2 | 3 | AirPods ▲ | 14.9 | 3 | Logitech ▲ | 15.3 | 3 | JVC | 7.9 |
| 4 | Yamaha | 8.2 | 4 | Beats by Dr. Dre ▲ | 12.7 | 4 | JVC ▲ | 11.8 | 4 | JBL ▼ | 7.7 |
| 5 | Logitech ▼ | 7.9 | 5 | Logitech | 12.0 | 5 | AirPods | 11.4 | 5 | Yamaha ▼ | 7.4 |
| 6 | Sonos ▲ | 7.1 | 6 | Skullcandy ▲ | 9.5 | 6 | Yamaha ▲ | 10.0 | 6 | Airpods ▼ | 6.4 |
| 7 | Skullcandy | 6.6 | 7 | Yamaha | 9.0 | 7 | Beats by Dr. Dre | 8.0 | 7 | Harman Kardon | 5.1 |
| 8 | Beats by Dr. Dre ▼ | 5.3 | 8 | JVC ▼ | 6.8 | 8 | Skullcandy ▲ | 7.4 | 8 | Sennheiser ▼ | 2.7 |
| 9 | HyperX ▲ | 3.3 | 9 | Sonos ▲ | 5.0 | 9 | Harman Kardon ▲ | 7.3 | 9 | Beats by Dr. Dre ▼ | 2.4 |
| 10 | JVC ▼ | 2.4 | 10 | Sennheiser ▲ | 4.6 | 10 | Sonos ▲ | 5.7 | 10 | Sonos ▼ | 2.2 |

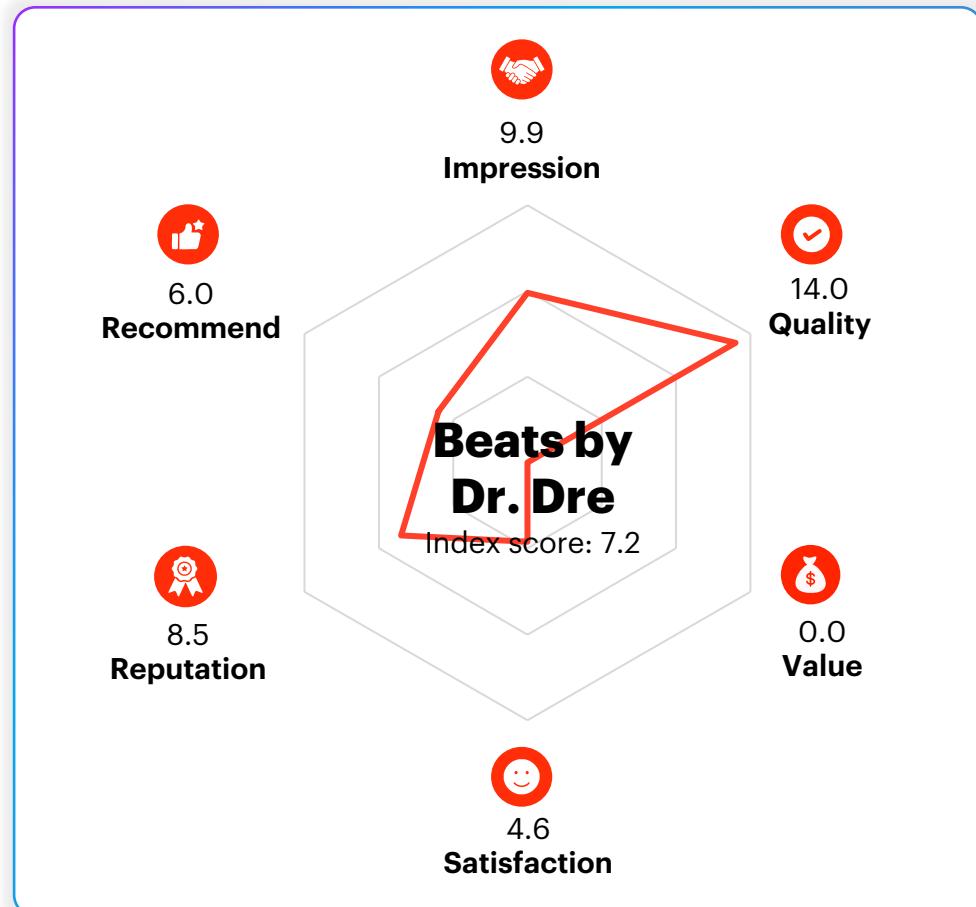
YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen Z n> 2,500; Millennial n> 4,800; Gen X n> 4,900; Baby Boomers n> 10,000; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Question: "When you are in the market next to purchase a consumer electronics product, from which of the following would you consider purchasing?"

▲/▼: +/-10% relative difference from gen pop.

Audio devices

Perception comparison: Beats by Dr. Dre vs. Skullcandy



Audio devices

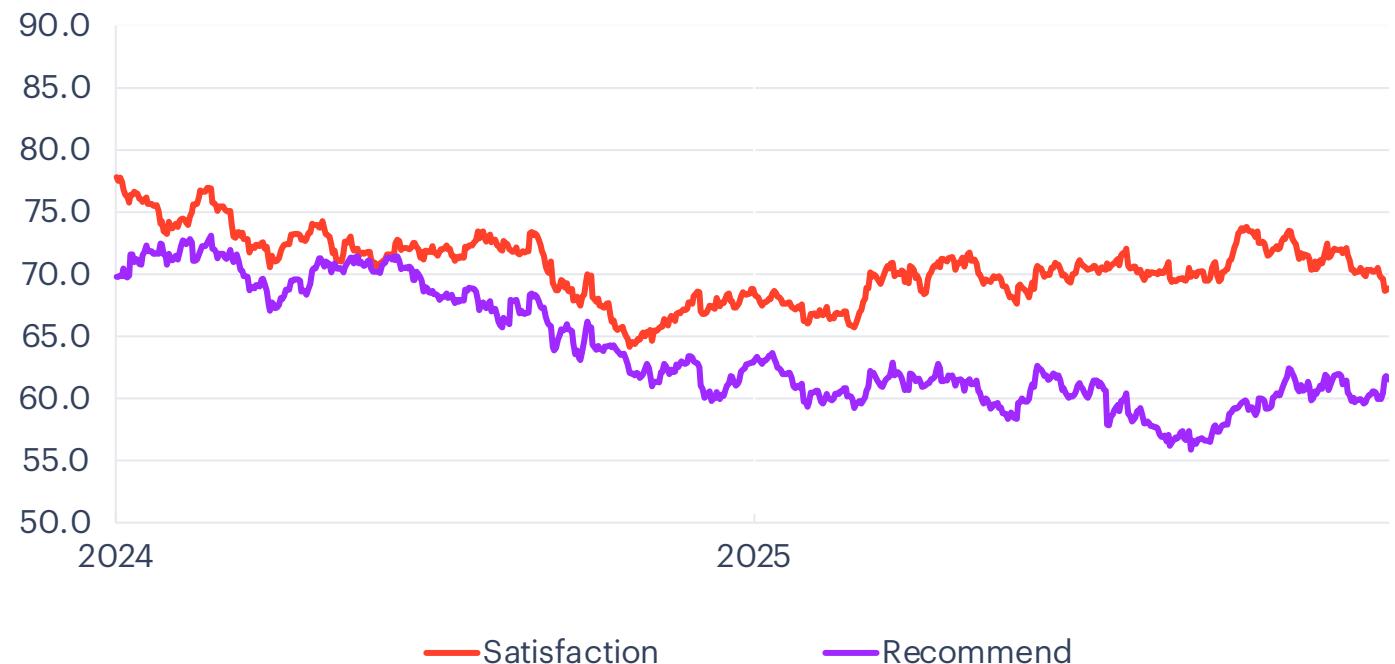
Spotlight: Sonos

Smart home audio brand Sonos saw its customer Satisfaction score decline in mid-2024 after a bug-ridden software update. Satisfaction among current customers dipped from the high 80s to a low of 64.2 in October 2024, but has begun to gradually recover in 2025.

Recommend has proved harder to rebuild, indicating a loss of trust in the brand by customers.

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Sonos Satisfaction and Recommend among current customers



YouGov BrandIndex (Jan 1, 2024 - Dec 31, 2025) with 26 week moving average. Satisfaction (net) and Recommend (net) among Current Customers: n > 120.

Audio devices

Value: Top ranked & most improved among current or former customers

Value: Top ranked

| Rank | Audio devices | Value (net score) |
|------|---------------|-------------------|
| 1 | JBL | 45.2 |
| 2 | HyperX | 42.7 |
| 3 | Sennheiser | 41.5 |
| 4 | Logitech | 39.2 |
| 5 | Bose | 38.6 |
| 6 | Harman Kardon | 34.7 |
| 7 | Yamaha | 33.7 |
| 8 | AirPods | 31.5 |
| 9 | Skullcandy | 31.0 |
| 10 | Sonos | 30.8 |

Value: Most improved

| Rank | Audio devices | 2025 Value (net score) | 2024 Value (net score) | Change |
|------|------------------|------------------------|------------------------|-------------|
| 1 | Beats by Dr. Dre | 25.0 | 23.3 | +1.7 |
| 2 | Sennheiser | 41.5 | 40.0 | +1.5 |
| 3 | Harman Kardon | 34.7 | 33.4 | +1.3 |

Value: Decliners

| Rank | Audio devices | 2025 Value (net score) | 2024 Value (net score) | Change |
|------|---------------|------------------------|------------------------|--------------|
| 1 | HyperX | 42.7 | 59.1 | -16.6 |
| 2 | JVC | 26.0 | 28.8 | -1.8 |
| 3 | JBL | 45.2 | 47.9 | -1.7 |

YouGov BrandIndex (Jan 1, 2025 - Dec 31, 2025 vs. Jan 1, 2024 - Dec 31, 2024). Customers of each brands: n>330; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days); To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days); Question: "Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."

Spotted a competitor in the rankings?

The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.



Metrics ▾

Advertising awareness

Methodology

The brand tracking in this report have been sourced via YouGov BrandIndex.

- The brand rankings in this report are sourced from YouGov's always-on brand tracker YouGov BrandIndex.
- The consideration rankings are based on the nationally representative data, with additional splits across gender and generation.

Consideration scores are based on respondents' answers to the following questions: "When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?", "When you are in the market next to purchase a consumer electronics product, from which of the following would you consider purchasing?" and "When you are in the market next to purchase or subscribe to products/services (like those provided by the brands previously mentioned), from which of the following would you consider buying?"

- Value rankings are based among the current and former customers' data. Value scores are based on respondents' answers to the following question: "Which of the following brands do you think represents GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that

the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."

- Scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.
- A minimum base size of 200 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

Thank you

/Research Reality

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