

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

Rank	Household appliances	Consideration (%)
1	Samsung ▲	51.7
2	LG ▲	42.2
3	KitchenAid ▼	24.8
4	Ninja ▲	22.3
5	Dyson ▲	18.2
6	Whirlpool ▼	17.6
7	Shark	15.2
8	Cuisinart ▼	13.2
9	Bosch ▼	13.0
10	Nespresso ▲	12.8

## Millennials

Rank	Household appliances	Consideration (%)
1	Samsung ▲	48.8
2	LG ▲	44.4
3	Whirlpool ▼	29.2
4	KitchenAid	26.8
5	GE ▼	24.1
6	Ninja ▲	22.8
7	Dyson ▲	20.6
8	Frigidaire ▼	20.2
9	Maytag ▼	19.7
10	Shark ▲	17.8

## Gen X

Rank	Household appliances	Consideration (%)
1	Samsung	42.3
2	Whirlpool ▲	39.2
3	LG	37.0
4	GE ▲	34.2
5	Maytag ▲	31.8
6	KitchenAid ▲	31.3
7	Frigidaire ▲	29.7
8	Kenmore ▲	27.2
9	Ninja ▲	19.1
10	Cuisinart ▲	18.8

## Baby Boomers+

Rank	Household appliances	Consideration (%)
1	Whirlpool ▲	36.7
2	LG ▼	33.9
3	Samsung ▼	33.8
4	Maytag ▲	32.8
5	GE	30.3
6	Frigidaire ▲	27.8
7	KitchenAid	26.4
8	Kenmore ▲	24.6
9	Bosch	17.5
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

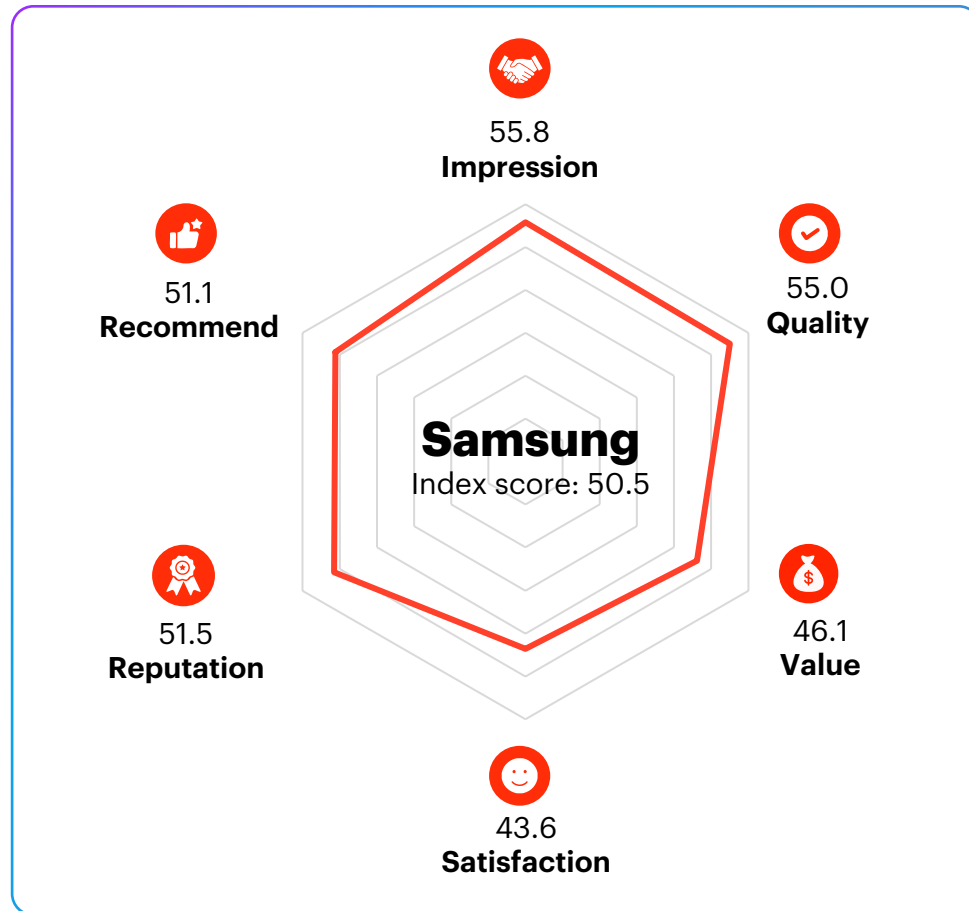
YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen pop n> 21,700 ; Homeowners n> 10,400; Renters n> 5,200; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

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

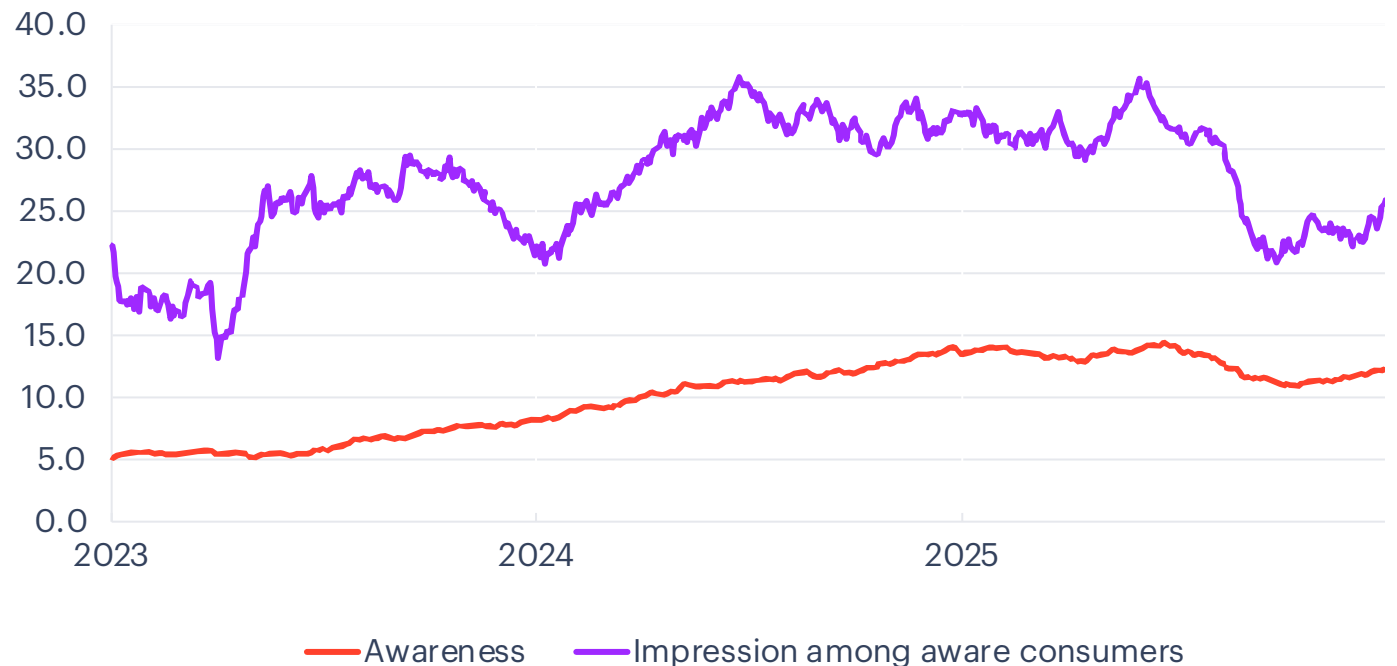
# Spotlight: Midea

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

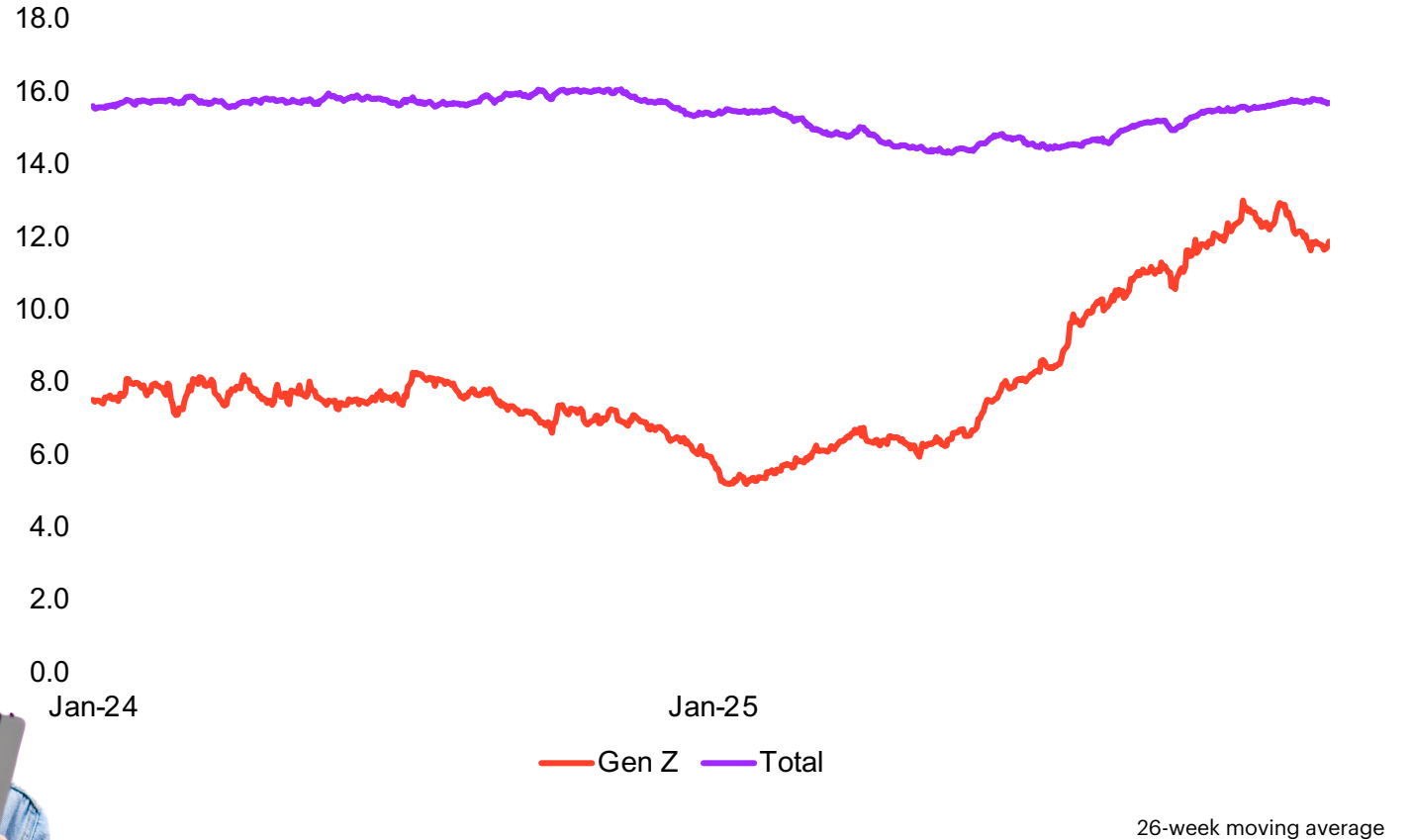
Amazon-owned e-reader brand Kindle saw its Consideration score rise sharply among Gen Z in 2025.

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



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	Impression (net score)	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		
6	Nintendo Switch	31.8		
7	HP	28.3		
8	Xbox	26.2		
9	Dell	25.2	Gaming Brands	
10	Lenovo	20.6		YoY Change
			LG	-4.3
			Xbox	-4.1
			Samsung	-2.9
			Razer	-2.1

PC/Console Gamers Age 18-49

Rank			Improvers	
Rank	Gaming Brands	Impression (net score)	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		
6	Nintendo Switch	34.6		
7	Xbox	28.9		
8	Dell	25.7		
9	HP	25.0	Gaming Brands	
10	Lenovo	23.4		YoY Change
			HP	-5.1
			Razer	-4.3
			Xbox	-4.1
			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.

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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

Rank	Audio/devices	Consideration (%)
1	Airpods ▲	20.1
2	JBL ▲	19.2
3	Bose ▼	10.2
4	Yamaha	8.2
5	Logitech ▼	7.9
6	Sonos ▲	7.1
7	Skullcandy	6.6
8	Beats by Dr. Dre ▼	5.3
9	HyperX ▲	3.3
10	JVC ▼	2.4

## Millennials

Rank	Audio/devices	Consideration (%)
1	Bose	19.4
2	JBL ▲	18.9
3	AirPods ▲	14.9
4	Beats by Dr. Dre ▲	12.7
5	Logitech	12.0
6	Skullcandy ▲	9.5
7	Yamaha	9.0
8	JVC ▼	6.8
9	Sonos ▲	5.0
10	Sennheiser ▲	4.6

## Gen X

Rank	Audio/devices	Consideration (%)
1	Bose ▲	24.4
2	JBL ▲	15.4
3	Logitech ▲	15.3
4	JVC ▲	11.8
5	AirPods	11.4
6	Yamaha ▲	10.0
7	Beats by Dr. Dre	8.0
8	Skullcandy ▲	7.4
9	Harman Kardon ▲	7.3
10	Sonos ▲	5.7

## Baby Boomers

Rank	Audio/devices	Consideration (%)
1	Bose	22.5
2	Logitech	11.3
3	JVC	7.9
4	JBL ▼	7.7
5	Yamaha ▼	7.4
6	Airpods ▼	6.4
7	Harman Kardon	5.1
8	Sennheiser ▼	2.7
9	Beats by Dr. Dre ▼	2.4
10	Sonos ▼	2.2

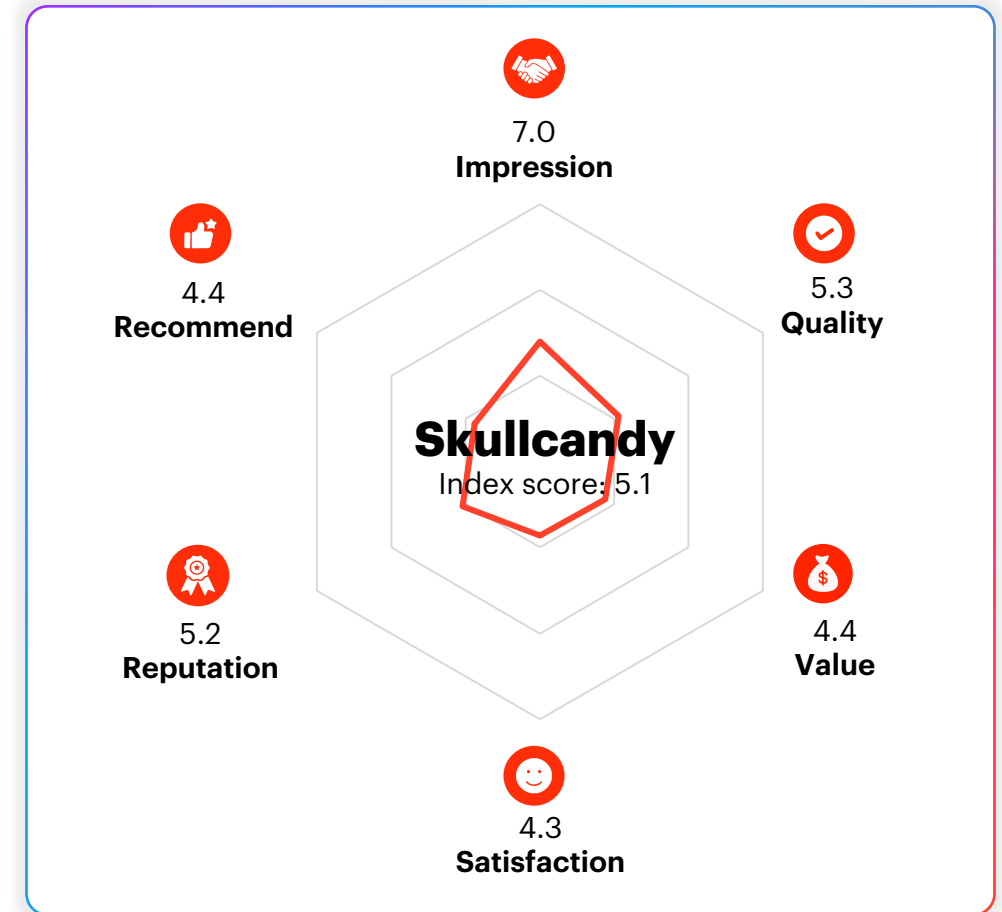
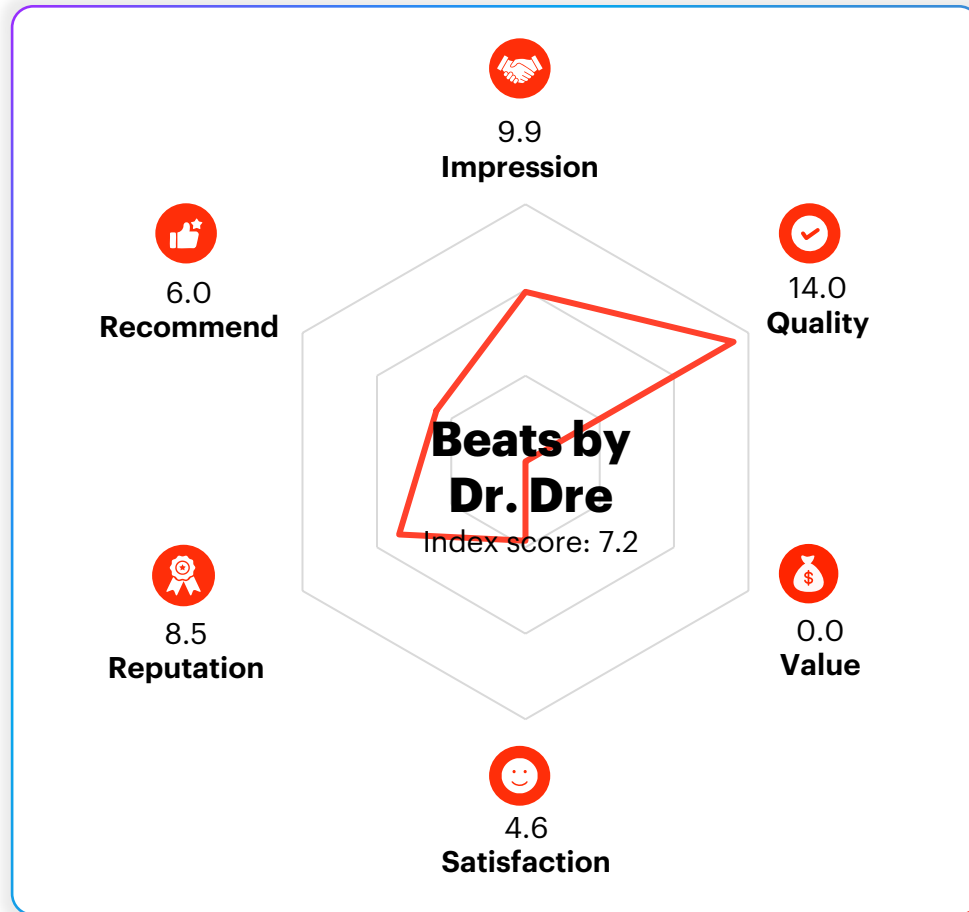
YouGov BrandIndex (Jan 1, 2025 – Dec 31, 2025); Gen Z n> 2,500; Millennial n> 4,800; Gen X n> 4,900; Baby Boomers n> 10,000; To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

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

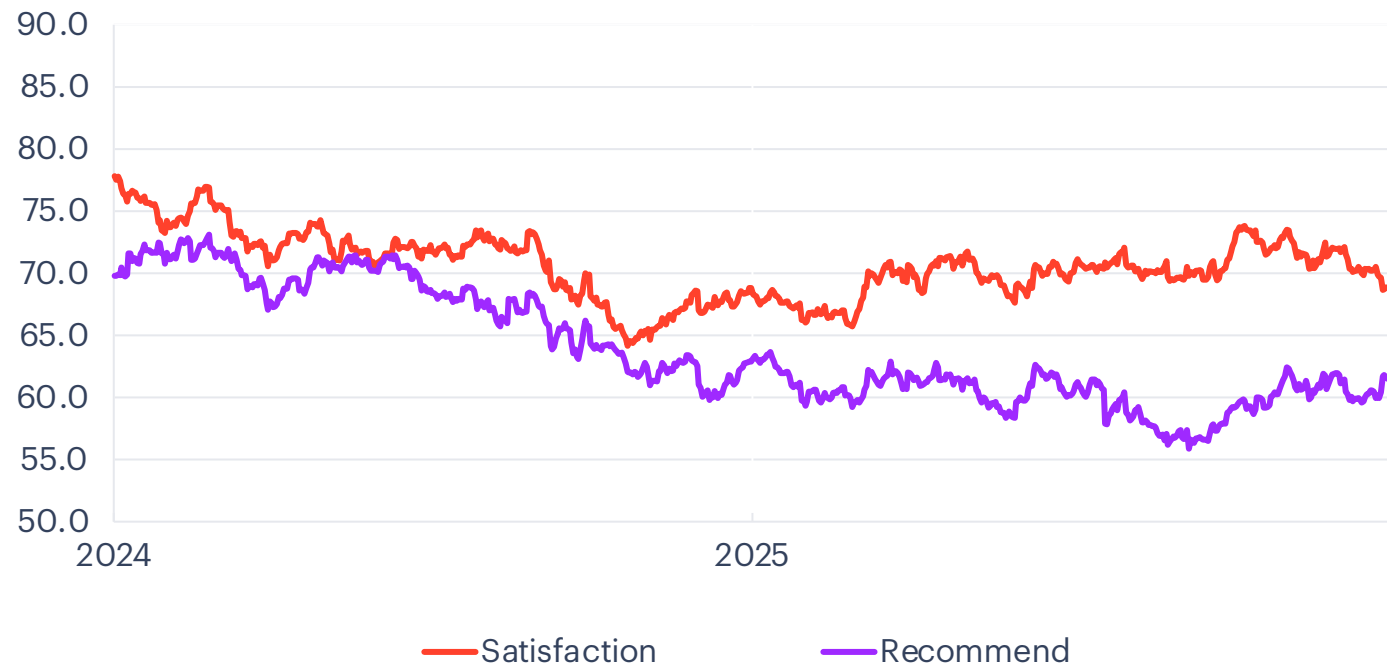
# Spotlight: Sonos

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."

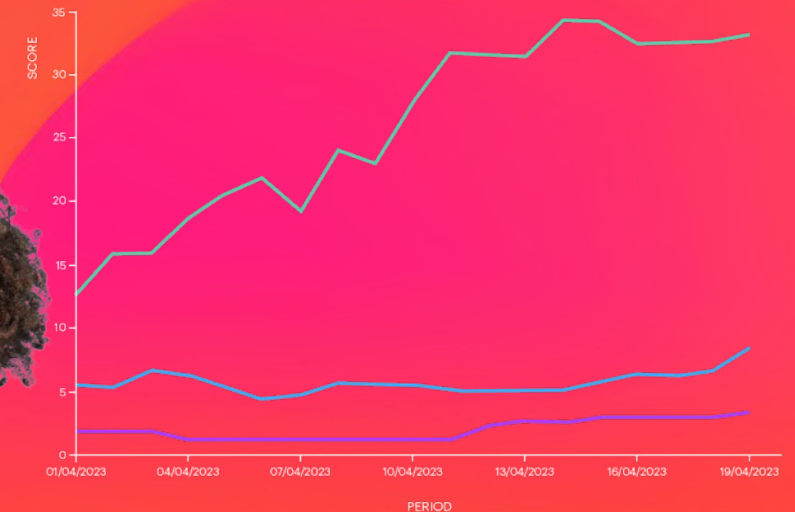
# Spotted a competitor in the rankings?

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.



## Advertising awareness



Your brand Competitor 1 Your brand among Gen Z

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

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**/Research Reality**

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