

YouGov

**TECHNOLOGY
RANKINGS
2021**

**YouGov's ranking of the most favored
Technology brands, as determined
by consumers around the globe.**

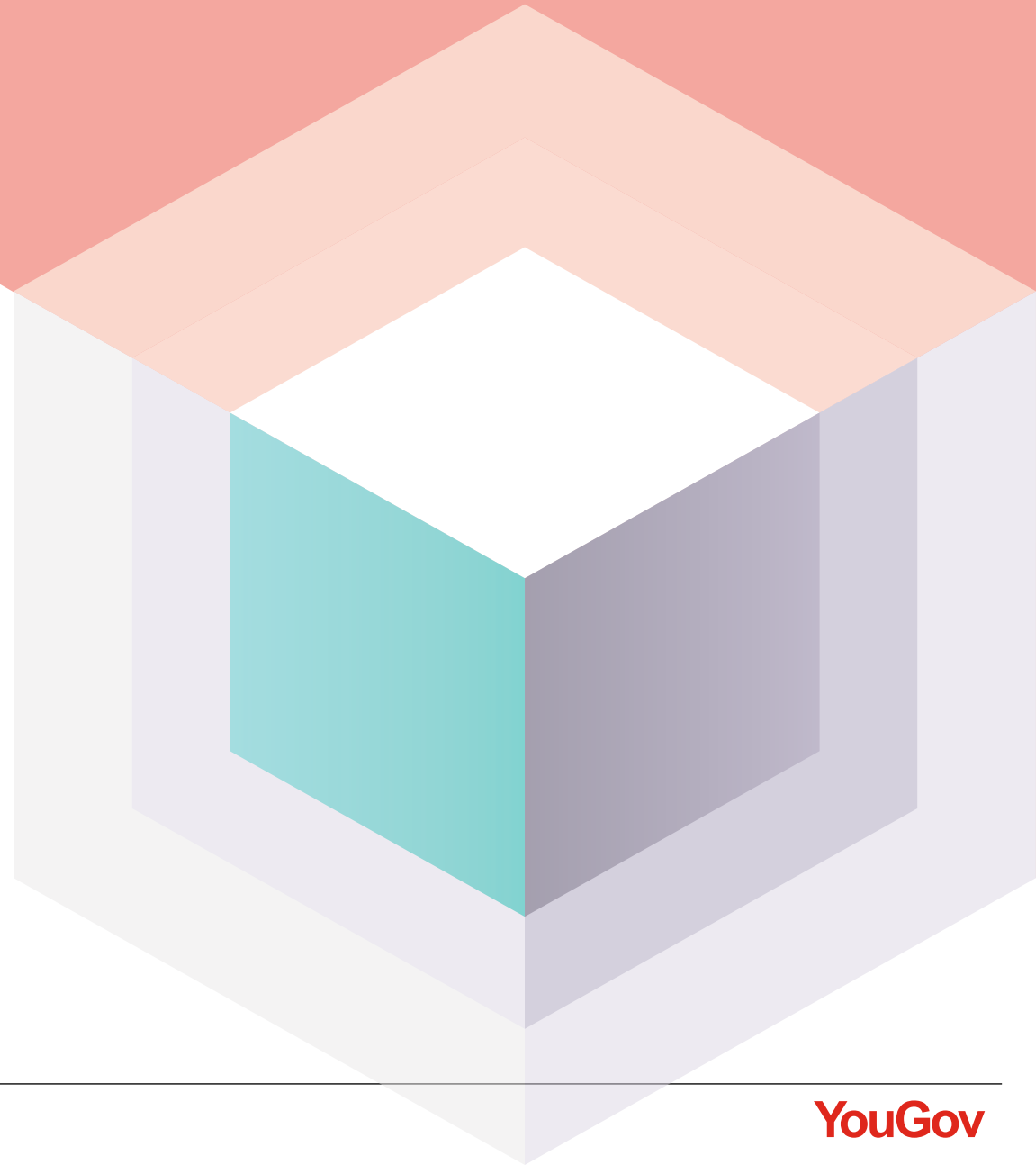
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TECHNOLOGY RANKINGS 2021

YouGov's Technology Rankings 2021 are calculated using data we collect from members of the public in markets around the globe every day, from our YouGov BrandIndex tool. The brands in the YouGov Technology Rankings 2021 were ranked based on a 12-month average Impression score - a net measure of whether a consumer has a positive or negative impression of a brand.

YouGov BrandIndex draws data from 15 million registered panellists across 40 sectors and 55 markets globally. This year's ranking includes the views of more of the world's public than ever before, including consumers from United States, China, Japan, Germany, India and the United Kingdom.



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GLOBAL TECHNOLOGY RANKINGS 2021

GLOBALLY RANKED	
Rank	Brand Name
1	Samsung
2	Google
3	WhatsApp
4	Sony
5	Apple
6	Facebook
7	Instagram
8	Microsoft
9	LG
10	Huawei
11	Canon
12	Panasonic
13	Bosch
14	Philips
15	Bose
16	Siemens
17	Yahoo!
18	HP
19	Twitter
20	LinkedIn
21	LINE
22	Nikon
23	Android
24	Bang & Olufsen
25	Oppo

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

GLOBAL TECHNOLOGY RANKINGS 2021

Tech brands that enable us to stay connected and remain entertained at home during the COVID-19 pandemic comprise much of our 2021 ranking of the most favored global tech brands, as determined by consumers around the globe.

Tech giant Samsung, most ubiquitous in the mobile phone and television spaces, is the leader of our list this year. Another ubiquitous brand - Google - comes second on our list. Its tech surely now touches the majority of human lives, whether consumers know it or not.

Social media platforms – including instant-messaging platform WhatsApp, image sharing service Instagram and Facebook – are all also featured on the list. Twitter makes an appearance in the top 25, as does LinkedIn and Line, the instant messaging platform popular in markets such as Japan, Thailand, and Taiwan. Some of these brands had challenging years with regulatory and reputational challenges around the world to surmount, but these do not appear to have had much bearing on consumers' impression of them.

No list of tech brands is complete without Apple, which secured the No. 5 spot among consumers around the world. The past twelve months has seen the usual raft of product launches from the brand, including its iPhone 12, as well as a move into Apple Silicon.

Also included in our list are Chinese tech brands Oppo, and Huawei, which has suffered from diplomatic rows this year which have led to it losing access to the Android operating system but sales have continued to grow in its home market.

Other familiar brands to make it into the global top 25 include Bose, Bang & Olufsen, Android, Canon, Nikon, Panasonic, LG, Bosch, Philips, Sony, Microsoft, Siemens, HP and Yahoo!.

TECHNOLOGY RANKINGS 2021 AUSTRALIA

TOP RANKED		
Rank	Brand Name	Score
1	Google	55.5
2	Sony	41.5
3	Samsung	41.0
4	Microsoft	36.5
5	Dyson	36.4
6	Panasonic	33.9
7	Canon	32.1
8	Fisher & Paykel	30.9
9	Apple	30.9
10	Bosch	28.1

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 BRAZIL

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	66.5
2	Google	60.4
3	Samsung	56.0
4	Instagram	52.3
5	Facebook	47.4
6	Microsoft	37.3
7	Apple	36.7
8	Sony	33.3
9	LG	30.6
10	Pinterest	26.5

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 CHINA

TOP RANKED		
Rank	Brand Name	Score
1	Huawei 华为	58.8
2	WeChat 微信	46.9
3	Midea 美的	44.9
4	HP 惠普	44.6
5	Haier 海尔	39.8
6	Canon 佳能	36.2
7	QQ	32.6
8	Dell computers 戴尔电脑	27.3
9	Microsoft 微软	24.0
10	Siemens 西门子	22.2

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 DENMARK

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	40.6
2	Bang & Olufsen	35.0
3	Bosch	34.8
4	Apple	34.1
5	Siemens	32.5
6	Sony	31.6
7	Philips	31.4
8	Microsoft	29.0
9	Google	28.9
10	Canon	26.7

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 EGYPT

TOP RANKED		
Rank	Brand Name	Score
1	Google	52.3
2	WhatsApp	50.6
3	Facebook	44.6
4	Huawei	28.5
5	Instagram	27.0
6	Vodafone	26.5
7	Twitter	20.3
8	LinkedIn	17.3
9	LG	16.6
10	Sony	14.2

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 FINLAND

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	44.0
2	Google	43.0
3	Sony	36.3
4	Canon	35.4
5	Nokia	28.4
6	LG	28.4
7	Nikon	25.0
8	Philips	24.5
9	Panasonic	23.3
10	Siemens	23.0

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 FRANCE

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	57.4
2	Google	48.4
3	Sony	39.2
4	WhatsApp	37.6
5	Canon	35.1
6	Philips	34.0
7	Bose	29.9
8	Apple	28.8
9	Nikon	27.0
10	Microsoft	25.5

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 GERMANY

TOP RANKED		
Rank	Brand Name	Score
1	Bosch	51.3
2	Siemens	48.6
3	Samsung	48.2
4	Google	43.8
5	WhatsApp	43.5
6	WMF	37.6
7	Sony	36.4
8	AEG	35.3
9	Philips	35.2
10	Braun	34.0

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 HONG KONG

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	41.9
2	Google	40.4
3	Apple	31.8
4	Samsung	22.9
5	Yahoo!	20.9
6	Instagram	20.0
7	Sony	19.5
8	Facebook	18.6
9	LG	9.2
10	LinkedIn	8.6

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 INDIA

TOP RANKED		
Rank	Brand Name	Score
1	Google	62.3
2	WhatsApp	61.0
3	Facebook	42.3
4	Instagram	37.9
5	Samsung	35.5
6	Telegram	25.9
7	Apple	24.7
8	Sony	22.4
9	Android	22.0
10	Twitter	21.6

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 INDONESIA

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	66.0
2	Samsung	56.9
3	Google	54.2
4	Instagram	49.8
5	Apple	37.5
6	Facebook	33.7
7	Panasonic	32.8
8	Philips	31.3
9	Oppo	28.7
10	Xiaomi	28.4

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 JAPAN

TOP RANKED		
Rank	Brand Name	Score
1	Panasonic	49.4
2	Sony	42.0
3	Google	38.8
4	Yahoo!	36.2
5	Sharp	32.0
6	LINE	31.0
7	Hitachi	28.5
8	Apple	28.1
9	Canon	27.4
10	Fujitsu	23.2

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 MALAYSIA

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	61.8
2	Facebook	48.0
3	Instagram	46.6
4	Huawei	37.2
5	Samsung	35.6
6	Google	34.2
7	Apple	26.7
8	Oppo	24.0
9	Twitter	23.0
10	Xiaomi	21.8

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 MEXICO

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	73.0
2	Samsung	58.8
3	Facebook	58.7
4	Sony	42.2
5	Instagram	40.1
6	HP	38.2
7	Microsoft	36.1
8	Pinterest	31.1
9	Lenovo	27.6
10	Dell	22.6

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 NETHERLANDS

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	57.9
2	Philips	47.9
3	Google	45.9
4	Sony	37.6
5	Apple	30.7
6	Bose	30.5
7	JBL	26.0
8	LG	25.8
9	Facebook	21.2
10	LinkedIn	16.9

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 NORWAY

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	39.0
2	Google	30.7
3	Microsoft	23.8
4	Apple	23.2
5	Sony	21.9
6	Nikon	16.7
7	Siemens	16.0
8	Nokia	15.5
9	LG	15.2
10	Facebook	14.9

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 PHILIPPINES

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	69.2
2	Facebook	50.0
3	Google	45.8
4	LG	43.6
5	Panasonic	36.2
6	Instagram	31.0
7	Twitter	16.7
8	Pinterest	14.6
9	LinkedIn	12.3
10	Yahoo!	12.0

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 SAUDI ARABIA

TOP RANKED		
Rank	Brand Name	Score
1	Apple	46.6
2	WhatsApp	44.8
3	Samsung	44.6
4	Google	43.0
5	Huawei	32.8
6	Twitter	32.4
7	Instagram	32.4
8	LG	28.1
9	Microsoft	25.3
10	Sony	24.9

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 SINGAPORE

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	58.2
2	Facebook	35.1
3	Samsung	34.6
4	Google	33.4
5	Instagram	32.4
6	Apple	26.4
7	LinkedIn	22.0
8	Yahoo!	18.8
9	Skype	13.2
10	Pinterest	11.9

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 SWEDEN

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	37.3
2	Apple	23.9
3	Microsoft	22.5
4	Sony	21.8
5	Android	21.6
6	Canon	20.5
7	Facebook	17.5
8	Nikon	17.1
9	LG	15.8
10	Panasonic	14.7

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 THAILAND

TOP RANKED		
Rank	Brand Name	Score
1	Facebook	63.1
2	LINE	60.8
3	Google	55.4
4	Instagram	39.4
5	Samsung	37.2
6	Oppo	31.3
7	TikTok	30.0
8	Apple	29.5
9	Huawei	27.2
10	Vivo	24.3

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 UK

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	45.5
2	Bosch	43.5
3	WhatsApp	39.2
4	Sony	38.6
5	Google	37.9
6	Bose	37.3
7	Panasonic	37.1
8	Bang & Olufsen	34.6
9	Microsoft	33.6
10	Dyson	30.8

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 UAE

TOP RANKED		
Rank	Brand Name	Score
1	WhatsApp	54.5
2	Samsung	52.5
3	Apple	52.4
4	Google	49.1
5	Facebook	40.6
6	Instagram	36.7
7	LinkedIn	30.7
8	Microsoft	27.8
9	Sony	25.6
10	Huawei	24.8

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

TECHNOLOGY RANKINGS 2021 USA

TOP RANKED		
Rank	Brand Name	Score
1	Samsung	49.2
2	Sony	44.7
3	Bose	43.1
4	Google	39.9
5	LG	39.7
6	Android	37.2
7	HP	34.5
8	Canon	33.1
9	Apple	32.8
10	Microsoft	31.5

Scores show the highest average Impression score between March 1st, 2020 to February 28th, 2021.

DATA METHODOLOGY

The brands in the YouGov Technology Rankings 2021 were ranked based on the Impression score, which is a measure of whether a consumer has a positive or negative impression of a brand calculated by taking the average over a period of 12 months.

The rankings chart shows the brands with the highest average Impression score between March 1st, 2020 to February 28th, 2021. The scores are representative of the general population of adults 18+ (some are online representative). All Impression scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands have been tracked for at least 6 months to be included in the rankings.

Where brands are tracked in more than one sector within one market, we have taken the average Impression score.

The categories we have **included** in the YouGov Technology Rankings 2021 are:

- **Hardware manufacturers**
- **Software manufacturers**
- **Social media platforms**

In most cases, only master brands have been included within the rankings. The exception to this rule is the inclusion of Instagram and WhatsApp where it may not be widely known by the public that Facebook is the parent company of these brands.

The categories we have **excluded** from the Technology Rankings are:

- **Fintech/Payments**
- **Streaming/media platforms**
- **Gaming consoles**
- **Apps**
- **White goods and appliances**
- **Ecommerce/Online marketplaces***

*Amazon has not been included in the YouGov Technology Rankings as this brand will be included within the YouGov Retail Rankings in line with the primary sector tracked for the master brand in YouGov BrandIndex.

The above categories will feature in the relevant, subsequent YouGov sector rankings.



ABOUT YOUNGOV PLC

YouGov is an international research data and analytics group headquartered in London. Our data-led offering supports and improves a wide spectrum of marketing activities for our customer base that includes media owners, brands and media agencies. We work with some of the world's most recognised brands.

Our line of products and services include YouGov BrandIndex, YouGov Profiles, YouGov RealTime, YouGov Custom Research, YouGov Crunch and YouGov Direct.

With over 15 million registered panellists in more than 55 countries, YouGov's market research covers the UK, the Americas, Mainland Europe, the Middle East, and Asia-Pacific. Our panellists come from all ages, socio-economic groups, and other demographic types – allowing us to create representative samples of whole populations and different sections of society.

For more information, visit yougov.com/technology