

February 2022

# America's Next Top Brands:

CPGs Winning The Digital Generations

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# Measure brand health, monitor growth, and track advertising to create an unbeatable strategy.

YouGov BrandIndex is an industry-leading brand health tracker with data from thousands of daily consumer interviews, from our fully owned panel of over 17 million+ registered members to give your business the intelligence it needs to succeed.

Access over a decade of historical data to chart your brand's – and your competitors' – trajectory, right up to today. Strategize your growth by analyzing and benchmarking your success against your goals, your competitors, and your entire market.



**17**  
**Millions+**

Registered panel  
members worldwide



**Over**  
**1**  
**Million**

Data variables from  
our members

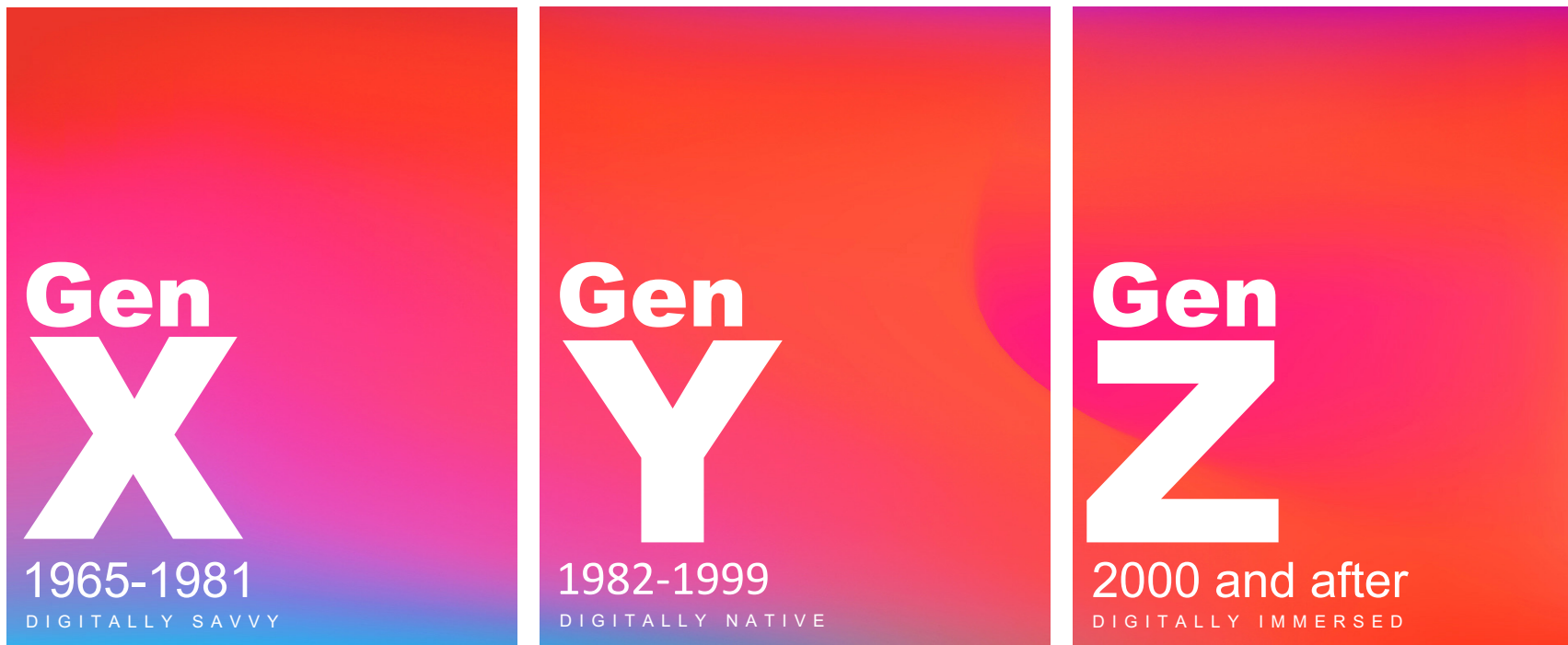


**Over**  
**70**

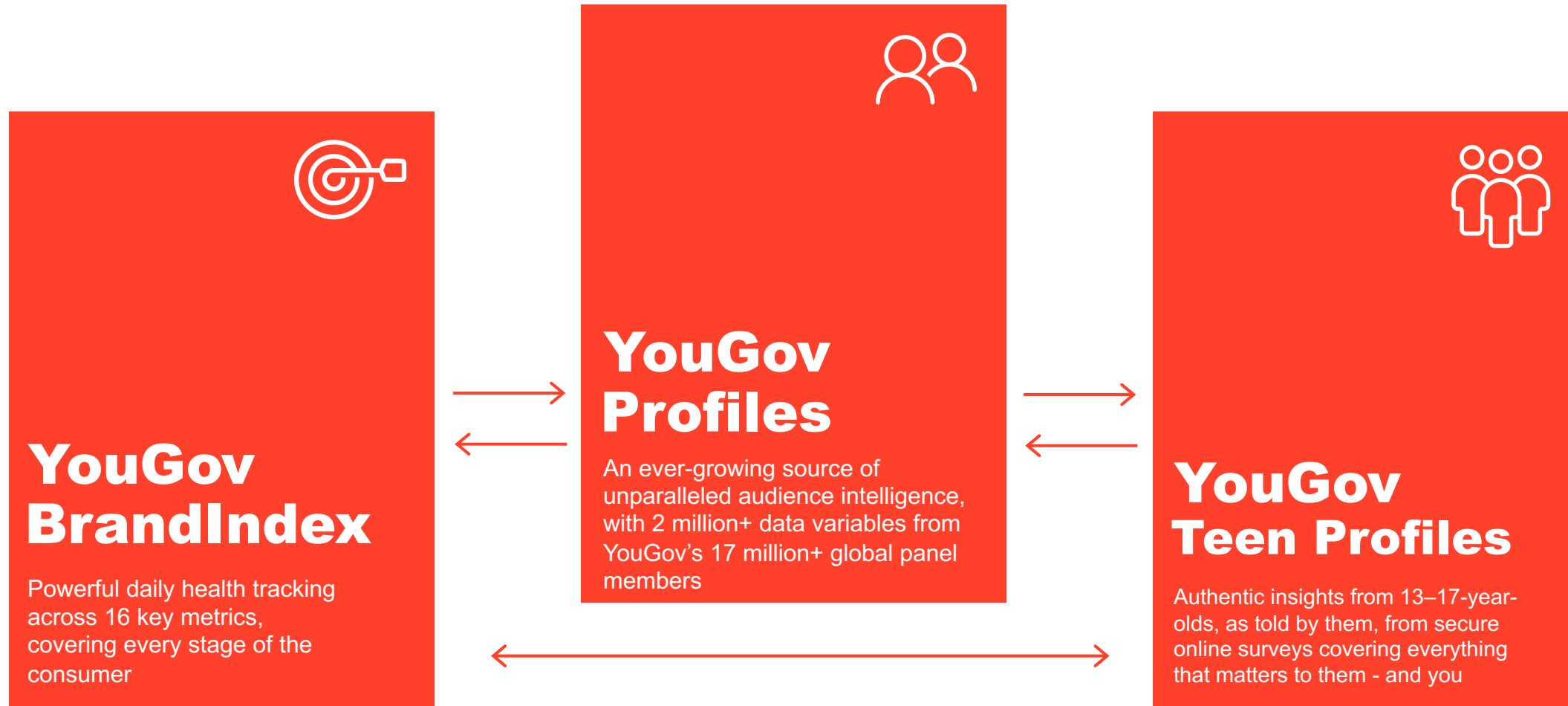
Markets reached  
worldwide

# Methodology

# Who are the digital generations?



# Solutions



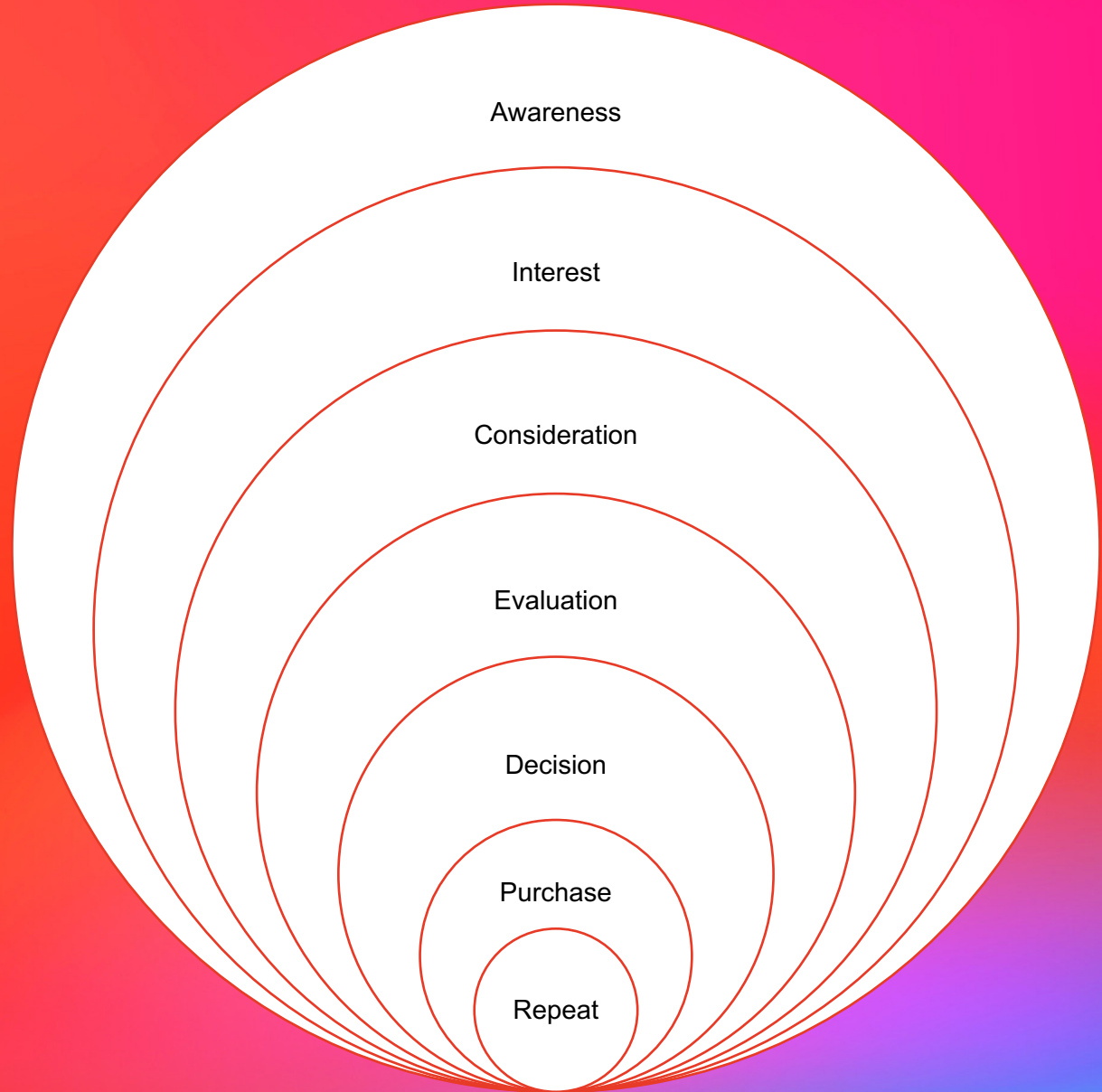


## How were these brands actually ranked?

The rankings are based on YouGov BrandIndex's positive Recommend score which measures the percentage of a brand's customers who would recommend it to a friend or colleague.

The brands ranked at the top are recommended by the highest percentage of its customers.

The rankings in this report cover a nationally representative US population over the course of 2021 unless otherwise noted.



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# Top CPG Brands of 2021

Gen X (Born 1965-1981)

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A man and a woman are shopping in a grocery store. The man, with a beard and wearing a blue button-down shirt, is pointing at a product on a shelf. The woman, with curly brown hair and wearing a pink top, is looking at the product with a smile. The background shows shelves stocked with various grocery items.

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## Gen X's Top CPG Brands of 2021:

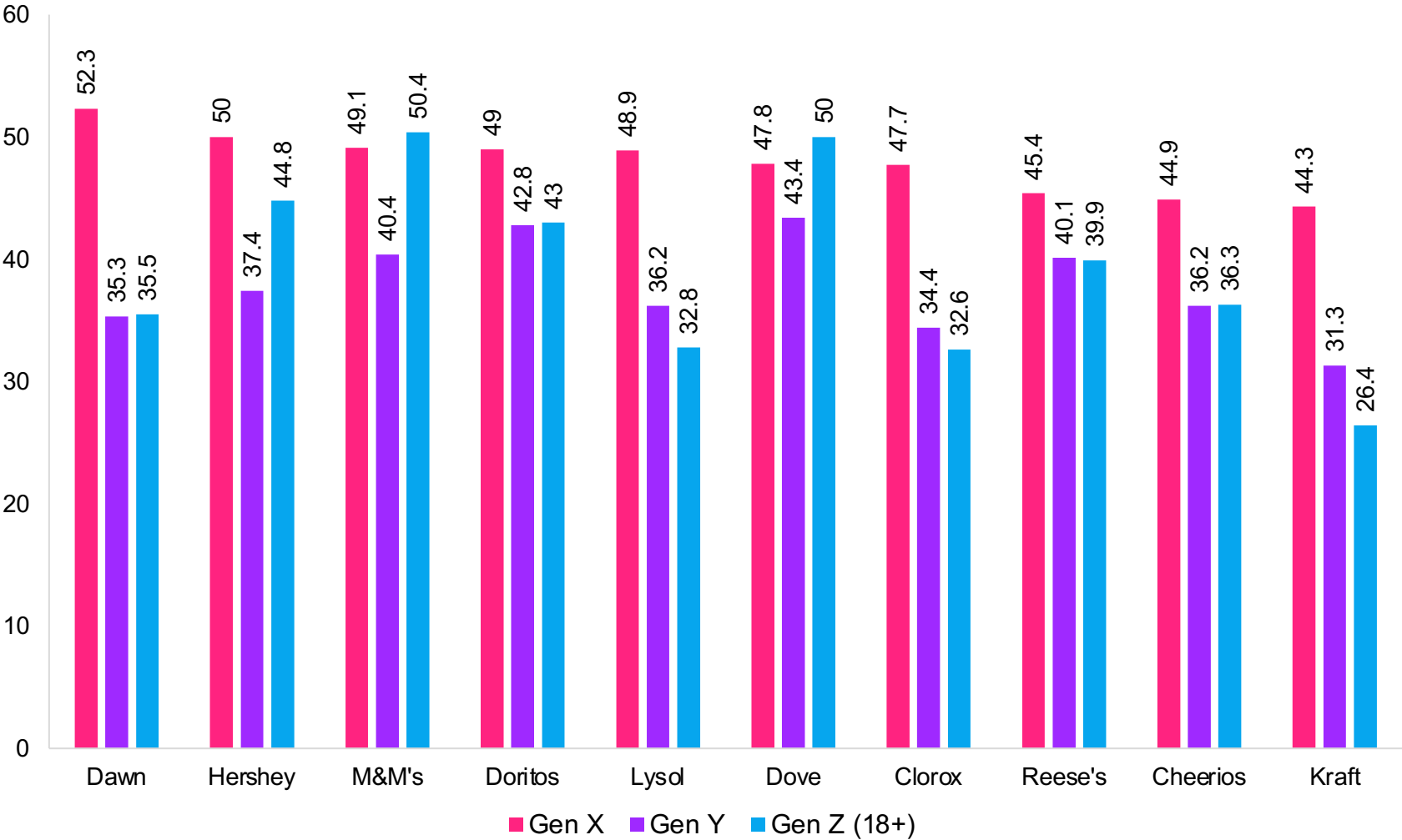
Positive Recommendations according to YouGov BrandIndex

Scores show an average data from January 1 to December 31, 2021

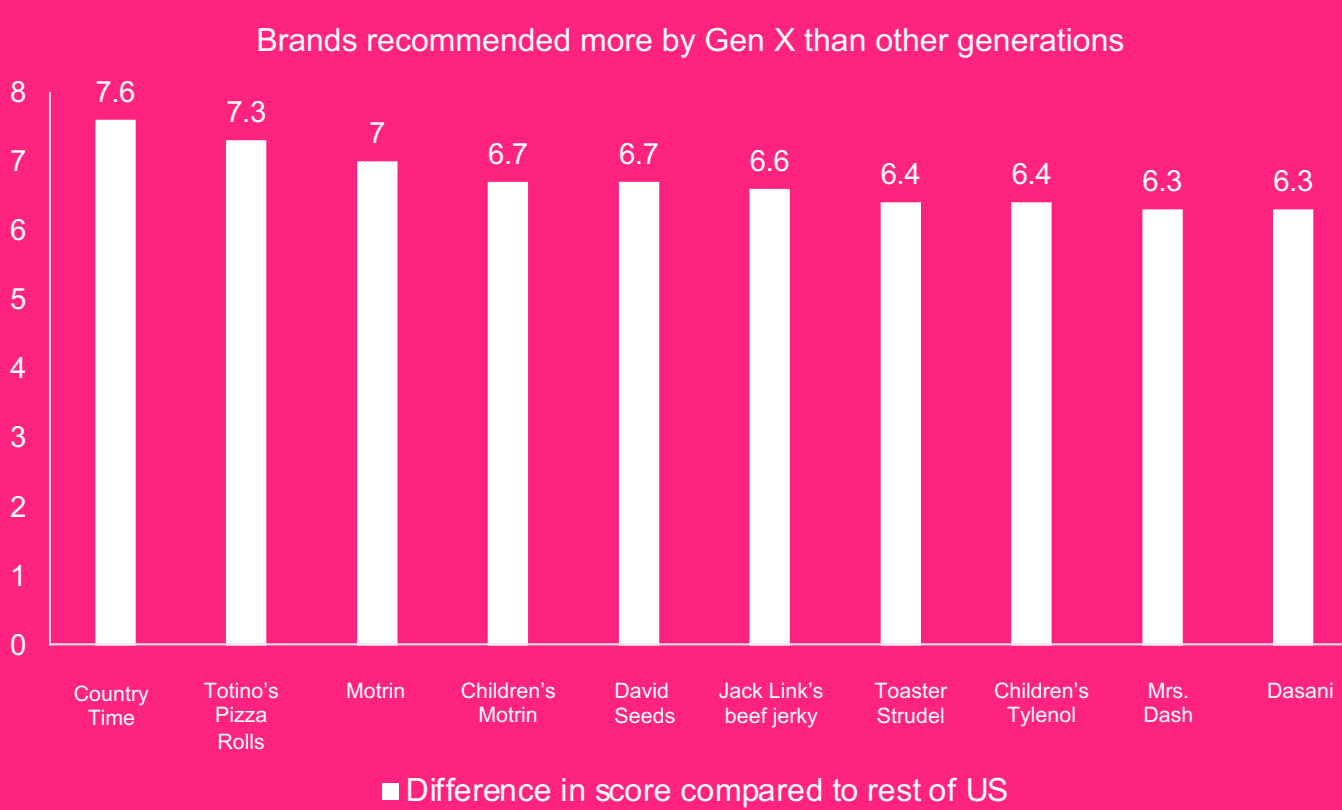
Ranks	Brands	Recommend Scores
1	Dawn	52.3
2	Hershey	50.0
3	M&M's	49.1
4	Doritos	50.0
5	Lysol	48.9
6	Dove (Skincare)	47.8
7	Clorox	47.7
8	Reese's	45.4
9	Cheerios	44.9
10	Kraft	44.3

# Gen X's Top CPG Brands of 2021:

Compared against Positive Recommend scores for Gen Y and Gen Z



# Distinctly Gen X Brands in 2021



Brand	Gen X	Rest of US
Country Time	27%	19%
Totino's Pizza Rolls	28%	21%
Motrin	30%	23%
Children's Motrin	23%	16%
DAVID Seeds	20%	14%
Jack Link's Beef Jerky	26%	20%
Toaster Strudel	25%	19%
Children's Tylenol	29%	22%
Mrs. Dash	29%	23%
Dasani	26%	20%

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# Top CPG Brands of 2021

Gen Y (Born 1982-1999)

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## Gen Y's Top CPG Brands of 2021:

Positive Recommendations according to YouGov BrandIndex

Scores show an average data from January 1 to December 31, 2021

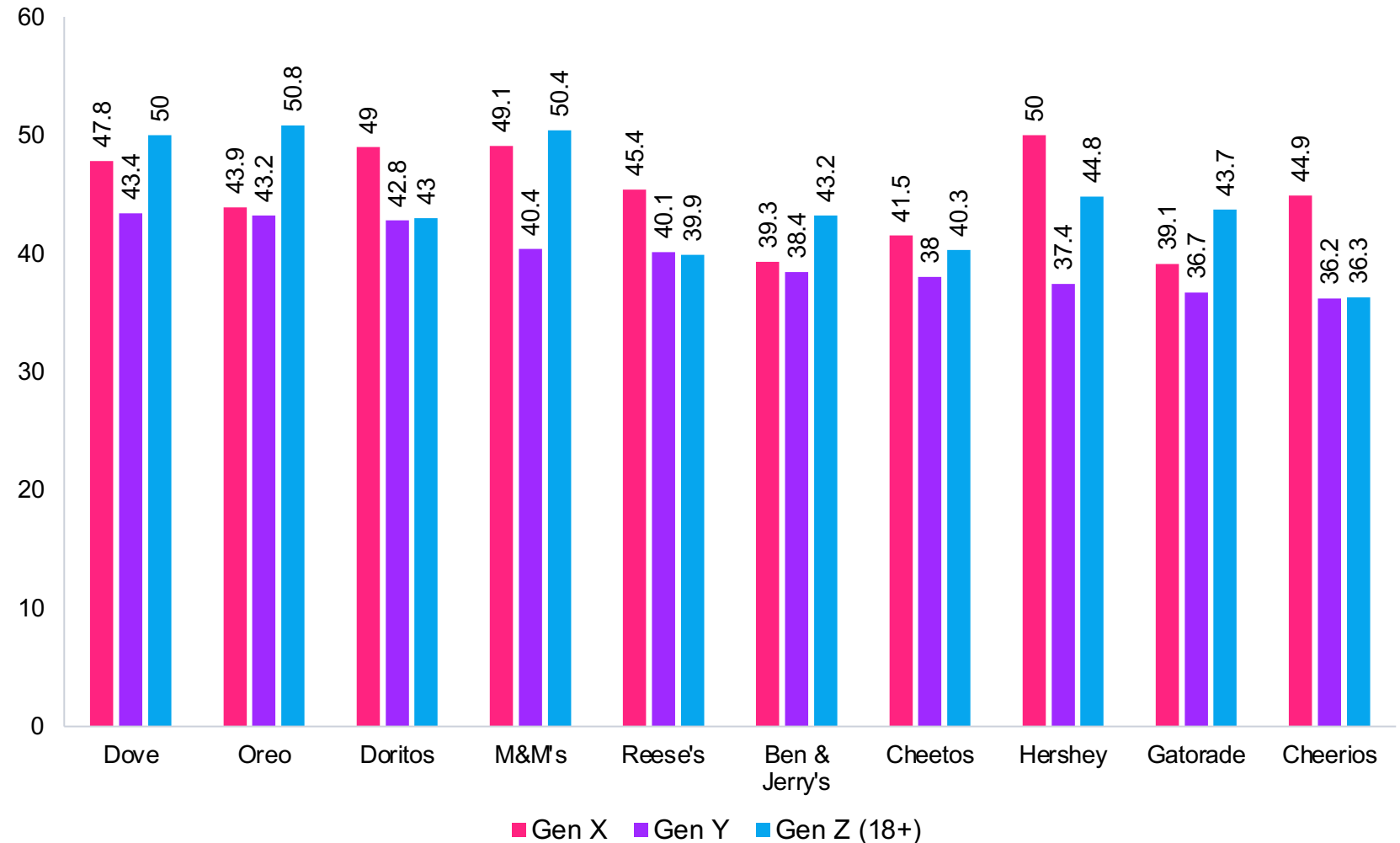
Ranks	Brands	Recommend Scores
1	Dove (Skincare)	43.4
2	Oreo	43.2
3	Doritos	42.8
4	M&M's	40.4
5	Reese's	40.1
6	Ben & Jerry's	38.4
7	Cheetos	38.0
8	Hershey	37.4
9	Gatorade	36.7
10	Cheerios	36.2



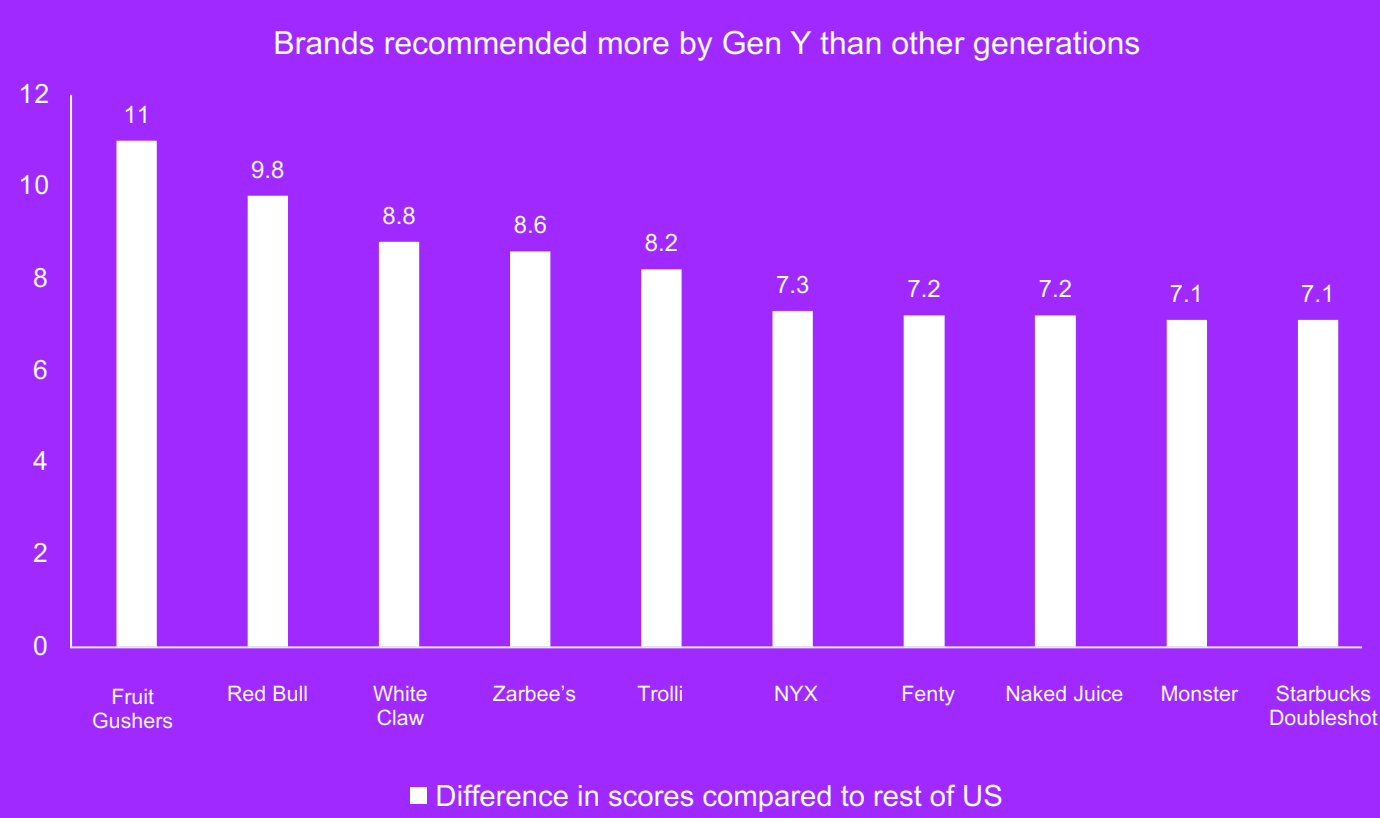
## Gen Y's Top CPG Brands of 2021:

Compared against Positive Recommend scores for Gen X and Gen Z

Gen Y (Millennials) make fewer positive recommendations than Gen X and Gen Z



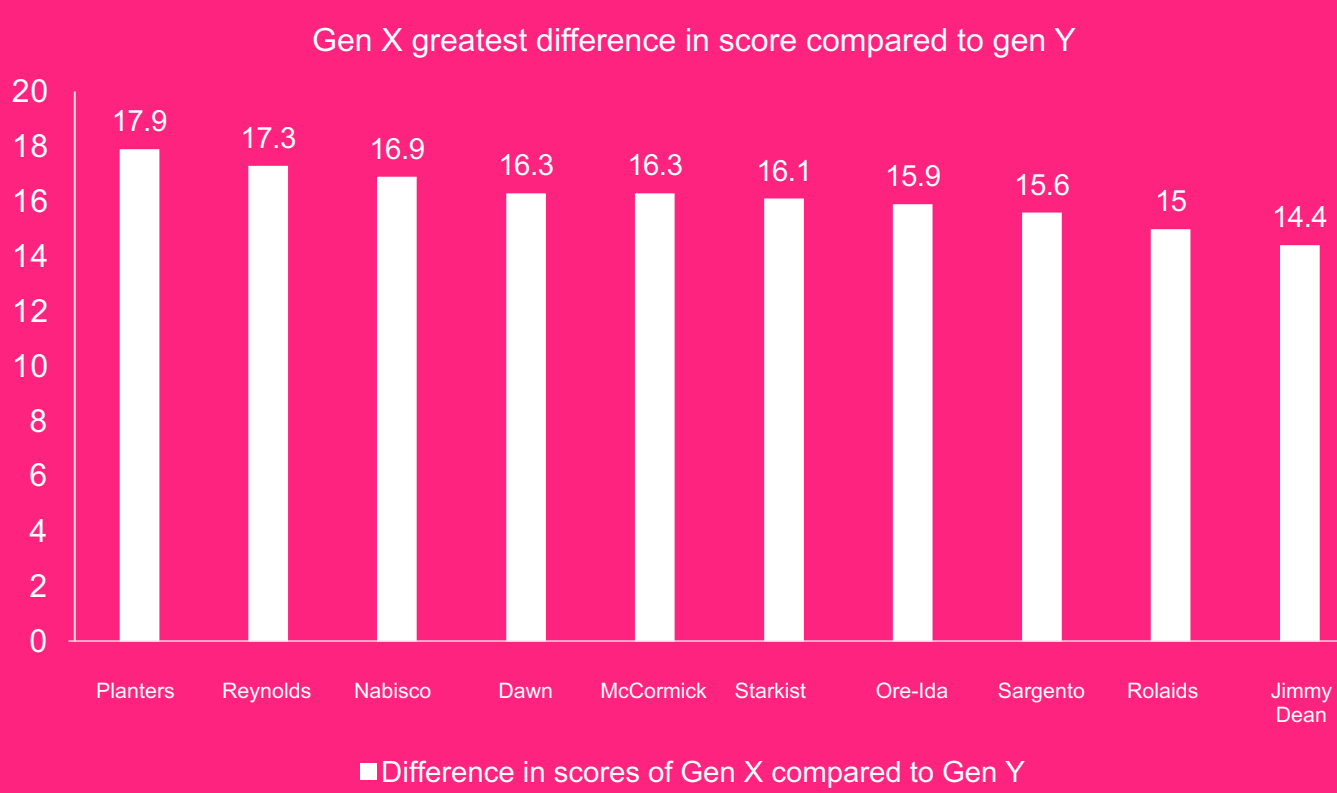
# Distinctly Gen Y Brands in 2021



Brand	Gen X	Rest of US
Fruit Gushers	21%	10%
Red Bull	17%	8%
White Claw	16%	7%
Zarbee's	13%	4%
Trolli	16%	7%
NYX	13%	5%
Fenty	11%	4%
Naked Juice	23%	16%
Monster	16%	9%
Starbucks Doubleshot	16%	9%

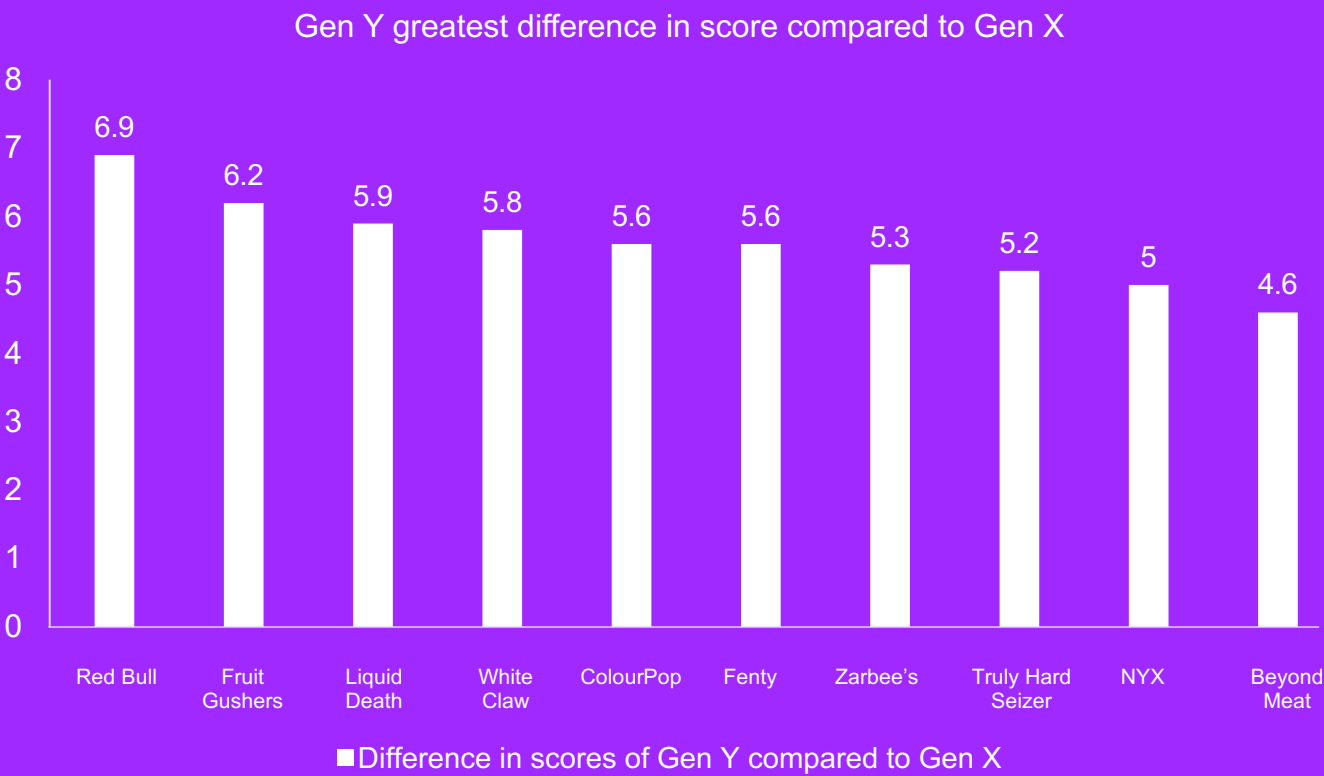
# ► Gen X vs Gen Y

# Brands Gen X likes more than Gen Y



Brand	Gen X	Rest of US
Planters	40%	22%
Reynolds	35%	17%
Nabisco	40%	24%
Dawn	51%	35%
McCormick	44%	27%
StarKist	32%	16%
Ore-Ida	35%	19%
Sargento	39%	23%
Roluids	28%	13%
Jimmy Dean	40%	26%

# Brands Gen Y likes more than Gen X



Brand	Gen Y	Rest of US
Red Bull	17%	11%
Fruit Gushers	21%	15%
Liquid Death	8%	2%
White Claw	16%	10%
ColourPop	9%	4%
Fenty	11%	5%
Zarbee's	13%	7%
Truly Hard Seltzer	11%	6%
NYX	13%	8%
Beyond Meat	16%	12%



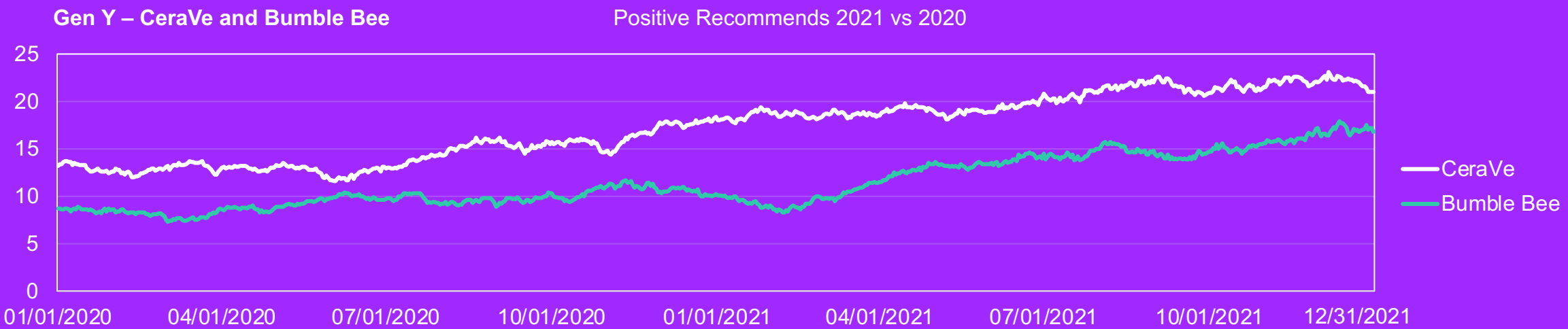
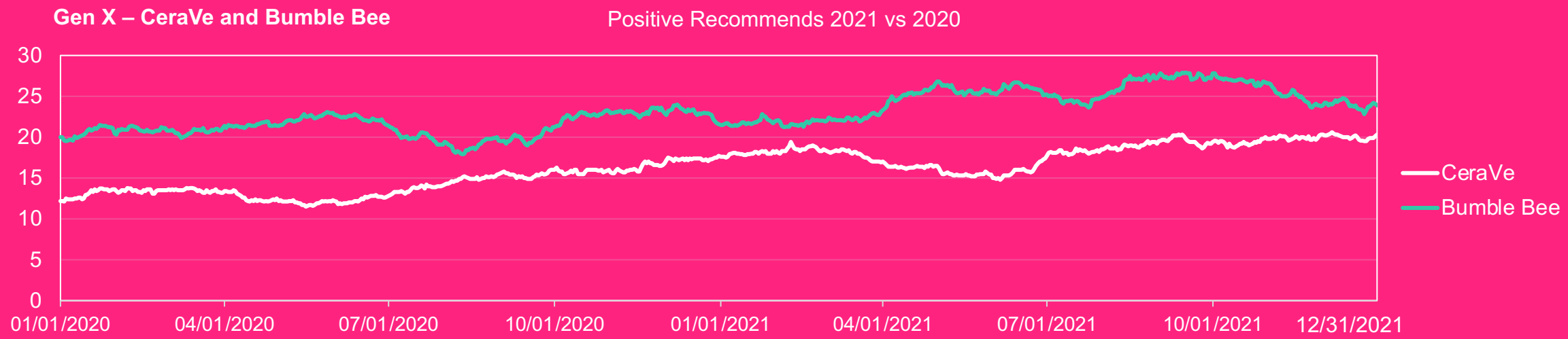
# Most Improved CPG Brands: 2021

CeraVe and Bumble Bee are most improved for Gen X and Gen Y

Improvers	Brand	Change in Score	2021	2020
1	CeraVe	3.7	18.4	14.7
2	Bumble Bee	3.3	24.9	21.5
3	Ocean Spray	3.0	38.8	35.8
4	Ghiradelli	2.8	40.1	37.2
5	KIND	2.7	25.7	23.0
6	Tillamook	2.7	22.3	19.6
7	Cetaphil	2.5	22.3	19.8
8	Fiji	2.5	22.2	19.7
9	Barq's	2.5	23.7	21.2
10	McCormick	2.4	44.0	41.5

Improvers	Brand	Change in Score	2021	2020
1	CeraVe	5.2	20.1	14.9
2	Bumble Bee	4.6	14.0	9.4
3	Secret	3.8	22.0	18.2
4	Smartwater	3.6	24.5	20.9
5	Betty Crocker	3.3	27.1	23.8
6	VitaminWater	3.2	22.2	19.1
7	Grey Goose	3.1	21.0	17.9
8	Hamburger Helper	3.0	22.3	19.3
9	Campbell's	2.9	29.2	26.3
10	Ruffles	2.9	33.3	30.5

# Trend Analysis for CeraVe and Bumble Bee



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# Top CPG Brands of 2021

Gen Z 18+ (Born 2000 and after)

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## Gen Z's Top CPG Brands of 2021:

Positive Recommendations according to YouGov BrandIndex

Scores show an average data from January 1 to December 31, 2021

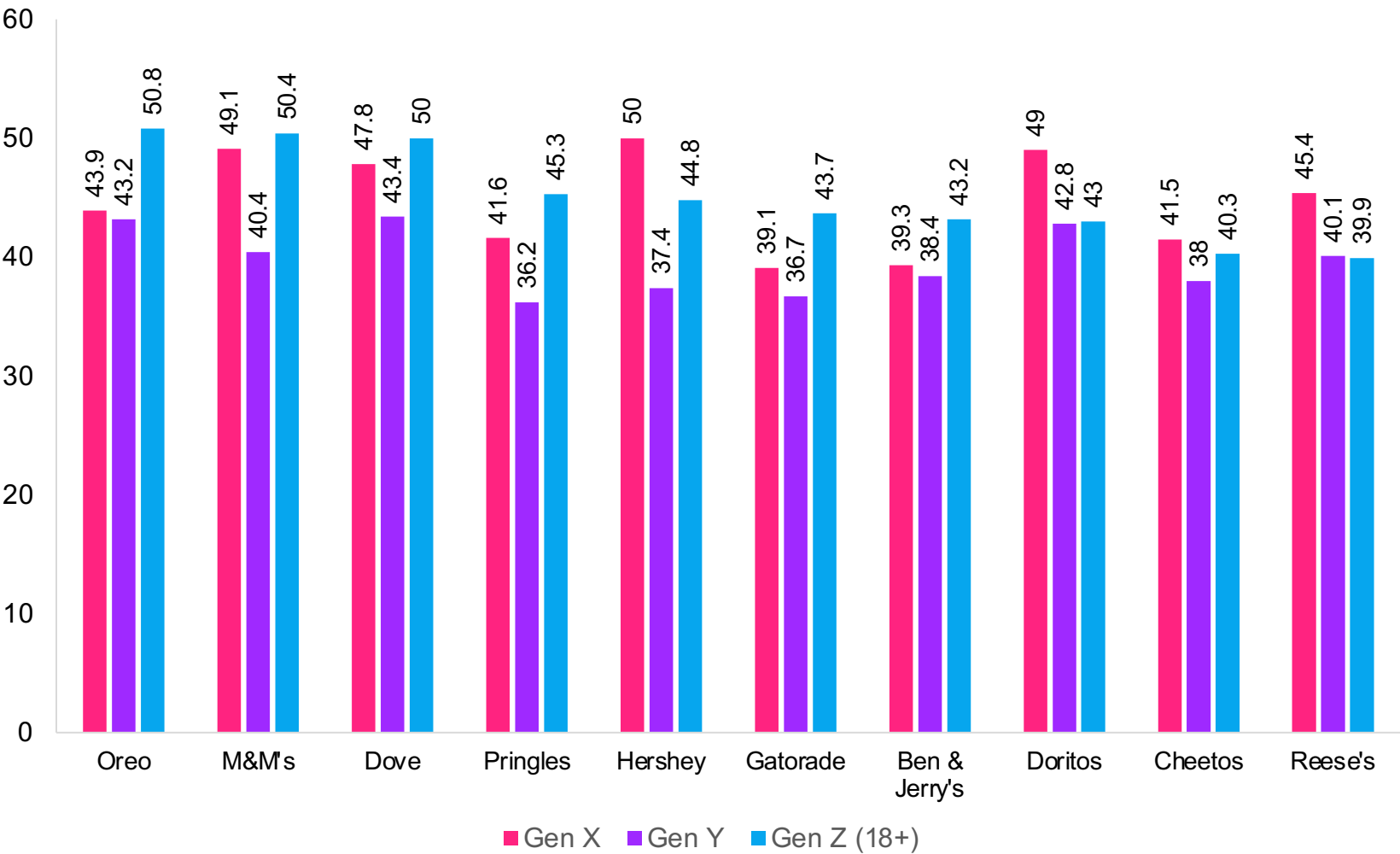
Due to the smaller age range available for Gen Z than Gen X or Gen Y, 433 brands met the threshold of 1,000 monthly customers.

Ranks	Brands	Recommended Scores
1	Oreo	50.8
2	M&M's	50.4
3	Dove (Skincare)	50
4	Pringles	45.3
5	Hershey	44.8
6	Gatorade	43.7
7	Ben & Jerry's	43.2
8	Doritos	43
9	Cheetos	40.3
10	Reese's	39.9

# Gen Z's Top CPG Brands of 2021:

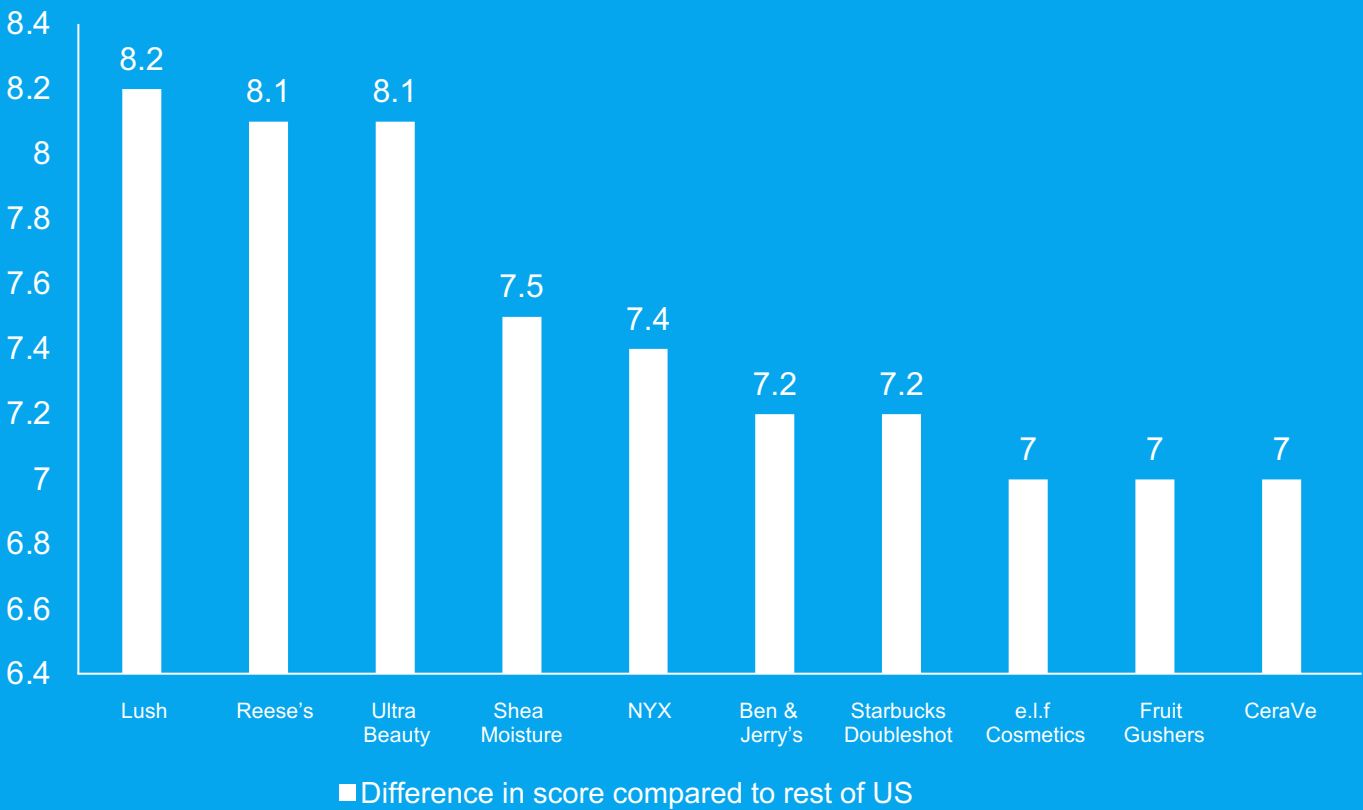
Compared against Positive Recommend scores for Gen Y and Gen Z

Gen Z has a clear mental availability for snacks





# Distinctly Gen Z Brands in 2021



Brand	Gen Z	Rest of US
Lush	14%	6%
Reese's	25%	17%
Ulta Beauty	23%	15%
Shea Moisture	17%	10%
NYX	15%	7%
Ben & Jerry's	44%	36%
Starbucks Doubleshot	17%	10%
e.l.f Cosmetics	18%	11%
Fruit Gushers	20%	13%
CeraVe	25%	18%

# What about Gen Z under 18?

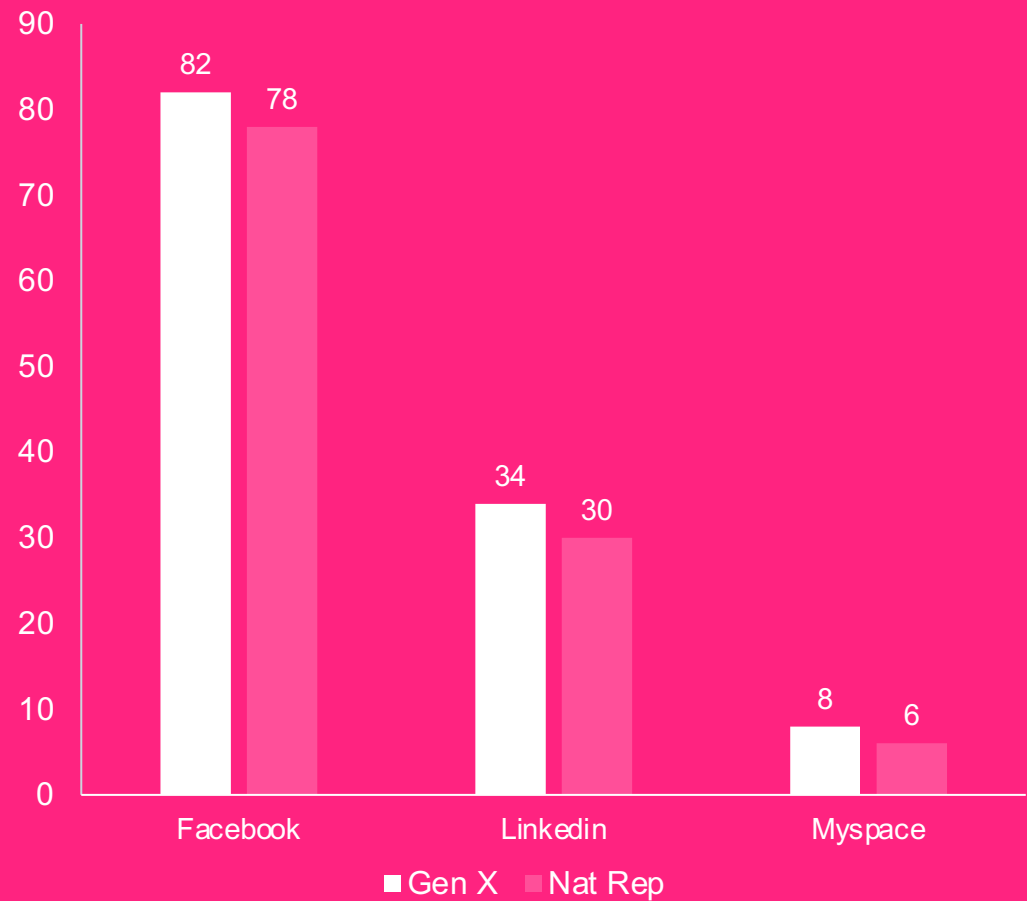


Source: YouGov Teen Profiles, June - December 2021 (ages 13 to 17)

# ► Media Consumption Preferences

# Gen X – Media Consumption

Social networks preferred



Source: YouGov Profiles, January 2022

## Motivation for using:

- Facebook  "Share the things that I am doing."
- LinkedIn  "Networking with people/building my network."
- Myspace  "Don't know."




## Time spent on social media:

Less than one hour per week

## Opinions on advertising:

- "I often search for products and services on my phone as a result of seeing posters and billboards."
- "I like seeing real looking people in advertisements."

## Advertising channels that grab Gen X's attention:

- Radio 
- Billboards 
- TV 

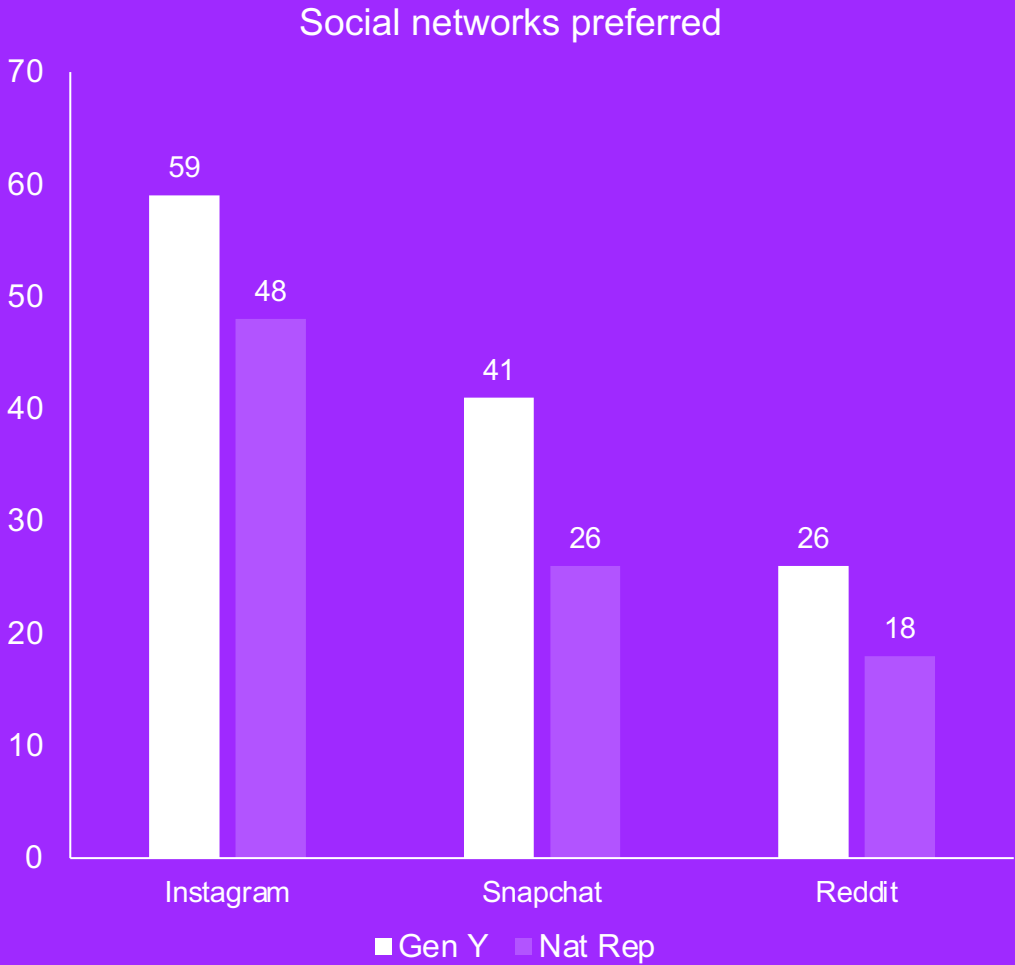
## Favorite sports vs nat rep:

- NFL
- UFC

## Esports – level of interest:

- Not at all interested.

# Gen Y – Media Consumption



Source: YouGov Profiles, January 2022

Motivation for using:

Instagram

"Share the things that I am doing."

Snapchat

"To keep in contact with friends."

Reddit

"Keep up-to-date with the news."

Time spent on social media:

21 to 25 hours per week

Opinions on advertising:

"I'm more likely to engage with advertisements on social media than on regular websites."

"I enjoy watching advertisements with my favorite celebrities."

Advertising channels that grab Gen Y's attention:

Online

Podcasts

Movie Theaters

Favorite sports vs nat rep:

NBA

esports

UFC

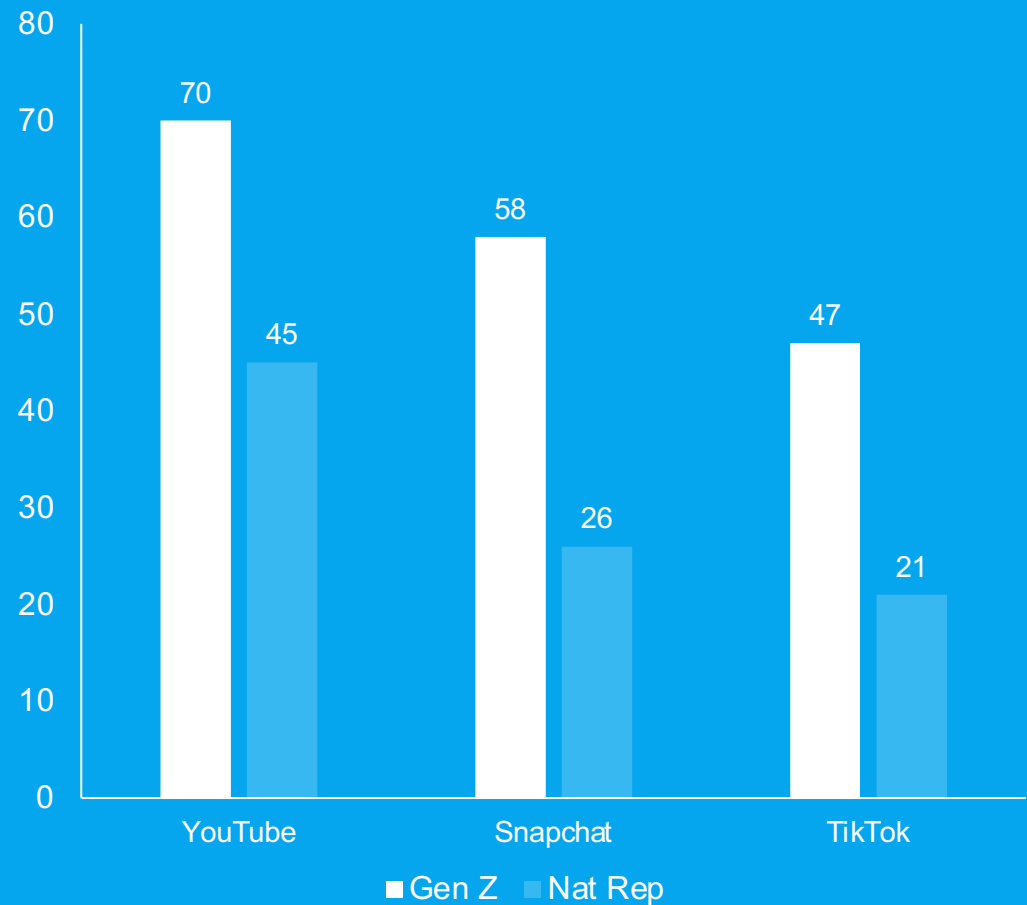
Esports – level of interest:

Somewhat interested.






# Gen Z – Media Consumption

Social networks preferred



Source: YouGov Profiles, January 2022

## Motivation for using:

- Snapchat  "To keep in contact with friends."
- YouTube  "Looking at or watching fun/entertaining content."
- TikTok 

## Time spent on social media:

41 to 45 hours per week

## Opinions on advertising:

- "I'm more likely to engage with advertisements on social media than on regular websites."
- "Advertising helps me choose what I buy."
- "I enjoy watching advertisements with my favorite celebrities."

## Advertising channels that grab Gen X's attention:

Movie Theater



Online



## Favorite sports vs nat rep:

esports

NBA

Mexican Soccer

## Esports – level of interest:

This is one of my top interests.

# CPG Brands Winning The Digital Generations

## Top Brands of 2021 - Gen X

Dawn

Hershey

M&M's

Doritos

Lysol

Dove (Skincare)

Clorox

Reese's

Cheerios

Kraft

## Top Brands of 2021 - Gen Y

Dove (Skincare)

Oreo

Doritos

M&M's

Reese's

Ben & Jerry's

Cheetos

Hershey

Gatorade

Cheerios

## Top Brands of 2021 - Gen Z

Oreo

M&M's

Dove (Skincare)

Pringles

Hershey

Gatorade

Ben & Jerry's

Doritos

Cheetos

Reese's

# Key Findings

## Brands winning the digital generations

**15** total CPG Brands appeared in the 30 slots across generations.

**5** CPG brands identified as top 10 most recommended across Gen X, Gen Y, and Gen Z.

**4** CPG brands, mostly hygiene, show up only in the top 10 for Gen X.

**9 of 10** brands overlap for Gen Y and Gen Z

9 Snacks, 3 Cleaning Products, 1 Skincare Brand, 1 Soft Drink, 1 Cereal

Doritos, Dove (Skincare), Hershey, M&M's, Reese's

Clorox, Dawn, Kraft, Lysol

Gen Y recommends Cheerios, while Gen Z recommends Pringles

### Gen Y

Less likely to make recommendations than Gen X or Gen Z

### Media marketing

Essential to market differently across generations

### YouGov®

Plan, activate and track your strategy with agility, speed and total certainty, every time.

# Thank you

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