

# 2023 Most Trusted Award Winners\*

## Household & Pet Care



Adhesive Tape		Dryer Sheets		Laundry Detergent for Cold Water Washing		Paint (Interior & Exterior)	
Barbeque Charcoal (TIE)	 	Eco-friendly Cleaning Products (TIE)	 	Laundry Detergent for Deep Cleaning		Paint (Interior & Exterior) (Quebec)	
Bathroom Tissue		Fabric Softener		Laundry Detergent for Sensitive Skin		Paper Towels	
Cat Food		Flea & Tick Prevention	 	Laundry Scent Booster (in-wash)		Strong Hold Glue	
Cat Litter		Food Storage Bags		Laundry Stain Remover (TIE)	 	Toilet Bowl Cleaner	
Dish Soap		Garbage Bags		Laundry Wrinkle Protection		Writing Instruments	
Dishwasher Detergent		Insect Control		Multi-purpose Disinfecting Cleaner		Yarn For Knitting	
Dog Food		Laundry Detergent					
Dog Treats							

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## Home Goods

Air Fryer	<b>NINJA</b>	Drink Carbonation System	sodastream	Mattress	<b>Sealy</b>	Thermostat	<b>Honeywell</b>
Air Purifier	<b>Honeywell</b>	Electric Fan	<b>Honeywell</b>	Mattress-In-A-Box	<b>ENDY</b>	Toaster Oven	<b>BLACK+DECKER</b>
Barbeque Grill	<b>weber</b>	Food Processor	<b>KitchenAid</b>	Portable Cooler	<b>Coleman</b>	TV	<b>SAMSUNG</b>
Clothes Iron	<b>BLACK+DECKER</b>	Headphones (Over ear)	<b>SONY</b>	Portable Speaker	<b>BOSE</b>	Vacuum	<b>dyson</b>
Clothes Steamer	<b>CONAIR</b>	Home Sound System	<b>BOSE</b>	Single Serve Coffee Maker	<b>KEURIG</b>	Washer / Dryer (TIE)	<b>SAMSUNG</b> <b>LG</b>
Deep Fryer (TIE)	<b>NINJA</b> <b>T-fal</b>	Humidifier	<b>Honeywell</b>	Space Heater	<b>Honeywell</b>	Weighted Blanket	Hush.
		Luggage	<b>Samsnrite</b>	Stand Mixer	<b>KitchenAid</b>		

## Baby & Kids

Baby Laundry Detergent	<b>ivory</b>	Baby Wash / Shampoo	<b>Johnson's baby</b>	Children's Thermometer	<b>BRAUN</b>	Dolls	<b>Barbie</b>
Baby Monitor	<b>vtech</b>	Breast Pump	<b>medela</b>	Diapers	<b>Pampers</b>		





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## Food & Beverage

Baking		Eggs		Milk (Quebec)		Ready-to-bake Dough	
Block Cheddar (Ontario)		Espresso Coffee		Milk (West)		Refrigerated Salad Dressing	
Block Cheddar (Quebec)		Fresh Pasta		Mozzarella		Rehydration Drink	
Block Cheddar (West)		Frozen Entrée		Oat Beverage		Salsa	
Bottled Water		Frozen Pizza		Oatmeal		Sausages (TIE)	
Butter		Frozen Potato Products		Organic Bread		Seasoning	
Canned Fruit		Fruit Cups		Packaged Meat		Shredded Cheese	
Canned Seafood		Fruit Juice		Pancake Mix		Sour Cream (Ontario)	
Canned Tomatoes		Hot Sauce		Pasta Sauce		Sour Cream (West)	
Caramel Candy		Hummus (TIE)		Pepperoni		Sparkling Water (TIE)	
Cereal		Ice Cream Bars		Plant-Based Meat Alternative			
Chicken		Jam		Popcorn		Tortilla Chips	
Cooking Oil Spray		Jerky		Pork		Tortilla Wraps	
Cooking Stock / Broth		Milk (Atlantic)		Premade Cooking Sauce / Marinade		White Bread	
Cottage Cheese		Milk (Ontario)		Premium Aged Cheddar		Yogurt	
Dairy Free Cheese				Premium Crackers			
Dry Pasta							

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Health, Beauty, & Personal Care



Allergy Eye Drops	<b>Visine</b>	Face Wipes	Neutrogena	Laxative (TIE)	RestoraLAX	Nasal Spray	hydraSense
Back Pain Relief	<b>Robax</b>	Feminine Hygiene Pads	always		Senokot	Pain Relief Patch	Salonpas
Blood Glucose Monitor	ONETOUCH every touch is a step forward	Fibre Supplement	Meta MUCIL	Manual Toothbrush (TIE)	Colgate	Pregnancy Test	Clearblue FIRST RESPONSE
Children's Cough Medicine	<b>TYLENOL</b>	Flushable Wipes	Cottonelle		Oral-B		
Cold Sore Remedy	abreva	Hair Regrowth Products	Rogaine	Men's Body Hair Trimmer (TIE)	Gillette PHILIPS	Probiotic Supplements	Jamieson
Collagen Powder	ORGANIKA AUTHENTICALLY CANADIAN	Hair Removal	Nair			Smoking Cessation	nicorette
Contact Lens Solution	BAUSCH+LOMB	Hand Soap (TIE)	Dove Softsoap	Men's Shaving	Gillette	Sunscreen	Coppertone
Cough Drops	HALLS			Micellar Water	GARNIER	Tampons	TAMPAX
Denture Adhesive	POLIGRIP	Headache Relief	TYLENOL	Migraine Relief	TYLENOL	Teeth Whitening	Crest
Electric Toothbrush	Oral-B	Kids Sunscreen	Coppertone	Mouthwash	LISTERINE	Toothpaste	Colgate
						Women's Shaving	Venus Gillette



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\*Results based on the 2023 BrandSpark® Canadian Trust Study

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## Clothing & Sporting Goods

Action Camera		Kayak		Stationary Exercise Bike		Treadmill	
Bike Helmet		Men's Underwear (TIE)		Swimming Goggles		Women's Shapewear	
Jeans				Tennis Racquet		Yoga Wear	

## Automotive

Automotive Floor Mats		Compact Car (TIE)		Fully Electric Car		Pickup Truck	
Auto Insurance Provider				Hybrid Gas / Electric Car		Retailer of Auto Parts	
Automotive Tools		Crossover SUV (TIE)		Large SUV (TIE)		Tire Sales & Service Provider	
Car Battery						Tire Sales & Service Provider (West)	
		Full-size Sedan		Motor Oil		Windshield Repair / Replacement Service	

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## Services and Retail

Cashback Credit Card <b>CIBC</b>	Grocery Store for Low Prices / Affordability (Quebec) <b>maxi</b>	Mortgage Comparison Site <b>ratehub.ca</b>	Retailer of Outdoor & Camping Gear <b>CANADIAN TIRE</b>
Cellular Service Provider (TIE) <b>Bell</b> <b>TELUS</b>	Health Diagnostic Services <b>LifeLabs</b>	Online Casino (Ontario) <b>OLG</b>	Self Storage Warehouse <b>U-HAUL</b>
Coffee Shop Chain <b>Tim Hortons</b>	High-Speed Internet Provider <b>Bell</b>	No Annual Fee Credit Card <b>financial</b>	Short-term Rental Booking Site <b>airbnb</b>
Family Restaurant (Alberta) <b>BP</b>	Home Insurance Provider <b>intact INSURANCE</b>	Online Healthcare Platform <b>TELUS Health</b>	Streaming Service for Children's Content <b>Disney+</b>
Family Restaurant (BC) <b>White Spot</b>	Home Phone Service Provider <b>Bell</b>	Online Restaurant Reservation App / Site <b>OpenTable</b>	Streaming Service for Quality Content <b>NETFLIX</b>
Family Restaurant (Ontario) <b>SWISS CHALET</b>	Home Security Provider <b>TELUS</b>	Online Sports Betting App / Site <b>bet365</b>	Streaming Service for Sports <b>DAZN</b>
Family Restaurant (Quebec) <b>StHubert</b>	Junk Removal Service <b>1-800-GOT-JUNK?</b>	Pharmacy <b>SHOPPERS DRUG MART</b>	Travel Rewards Credit Card (TIE) <b>RBC</b> <b>TD</b>
Food Delivery App <b>Uber Eats</b>	Large File Sending Service <b>Dropbox</b>	Pharmacy (Quebec) <b>Jean Coutu</b>	TV Service Provider <b>Bell</b>
Grocery Delivery <b>instacart</b>	Life Insurance Provider (TIE) <b>Manulife</b> <b>Sun Life</b>	Quick Service Restaurant <b>McDonald's</b>	Virtual Meeting / Video Conferencing <b>zoom</b>
Grocery Pick-up <b>express</b>	Loyalty Program <b>optimum</b>	Real Estate Agency <b>RE/MAX</b>	Weight Loss Program <b>WW</b>
Grocery Store for Low Prices / Affordability <b>NOFRILLS</b>	Meal Kit Delivery Service <b>HELLO FRESH</b>	Retailer of Hunting & Fishing Gear <b>Bass Pro Shops</b> <b>Cabela's</b>	