

****For Immediate Release****



BrandSpark Announces the 2023 Most Trusted Consumer Product and Service Brands in Canada and Celebrates 10 Years of Studying Trust

BrandSpark International releases a comprehensive list of Most Trusted Awards earned across 222 unique consumer goods and service categories based on a national survey of 15,878 Canadian shoppers representing 127,000 individual brand responses.

Winners were announced live at Corus Quay in Toronto at the *BrandSpark Most Trusted Awards* event in collaboration with the Association of Canadian Advertisers. Attendees heard from a panel of brand and marketing experts representing winning brands who shared their experiences about the role of brand trust. BrandSpark also shared key insights into the drivers of brand trust and brand resilience.

TORONTO, ON – November 15th, 2022 – BrandSpark International celebrated 10 years of the *BrandSpark Most Trusted Awards* (“BMTA”) with the release of the 2023 Most Trusted consumer products and services brands in Canada. The winners were determined by a national survey of 15,878 Canadian shoppers who gave their top-of-mind, unaided answers as to which brands they trust most and why in categories they have recently shopped. The 2023 edition is the largest study of its kind, with 222 consumer products and service categories.

Ten years ago, the *BrandSpark Most Trusted Awards* were born out of the observation that trust is a top influence on shopper behaviour and plays an integral role in the relationship between brands and consumers. “Although shopping behaviour is continually affected by external factors, like inflation and the shift to online shopping during the pandemic, consumers continually trust brands that deliver great service and quality,” said Robert Levy, President and CEO of BrandSpark International. “This is evident in this year’s results, where we still see big brand names garnering the most votes, over low-cost brands

and private label brands, despite the external factors that have pushed many shoppers toward alternative options.”

The *BrandSpark Most Trusted Awards* expanded this year into the automotive segment. The segment categories range from automotive goods like car batteries to service providers like windshield repair/replacement. “We saw an opportunity to delve into a segment where many consumers feel uncertain. While some are experts, most consumers have little knowledge about automotive issues and needs, leading to brand trust that is generally low to moderate,” noted Philip Scrutton, VP of Shopper Insights, BrandSpark. “A low trust score for a leading brand can also indicate steep competition in the category, and an opportunity to sway consumers to switch brands or service providers.”

Inflation and the Power of Brand Trust

According to the *BrandSpark Canadian Trust Study*, the quality of a product is the key factor consumers consider when it comes to trust, with price being another important driver. While inflation has changed the landscape of consumer goods and services, this year’s trust study indicates that consumers are still willing to pay a premium for brands that provide high-quality products and services. “Any shift in the landscape can influence consumers to switch brands,” noted Adam Bellisario, AVP, BrandSpark. “When brand trust is low, consumers are most willing to switch to another option based on factors like price and convenience.”

Some Notable Winners from the 2023 *BrandSpark Most Trusted Awards*

In beverages, a normally stable set of categories, two brands emerged as leaders. bubly tied with Perrier for Most Trusted Sparkling Water after Perrier has led the category since 2018. “bubly’s ability to catch up to heritage brand Perrier points to the brand’s effective marketing and branding strategies,” notes Levy. Among the top 20 most trusted brands overall, PepsiCo brands appeared more than any other (Drink Carbonation System: SodaStream; Oatmeal: Quaker; Rehydration Drink: Gatorade; and Tortilla Chips: Tostitos). SodaStream scored the highest trust share and margin of trust in the study in a new category they have created and defended. While sustainability received less focus from price-sensitive consumers, merging value and environmentally sustainable products is a winning combination. “How long will SodaStream have the category to itself? Is at-home water carbonation a fad or here to stay?” Levy asked.

This year the laundry detergent categories were expanded to reflect the innovation serving distinct consumer segments. It was a “clean” sweep for Tide in all five laundry detergent categories and Tide continues to lead even during inflationary times.

Procter & Gamble had the most winning brands on the list (23) which include:

- Baby Laundry Detergent: Ivory Snow
- Diapers: Pampers
- Electric Toothbrush: Oral-B
- Feminine Hygiene Pads: Always
- Fibre Supplement: Metamucil

- Men’s Body Hair Trimmer: Gillette (TIE)
- Men’s Shaving: Gillette
- Pregnancy Test: Clearblue (TIE)
- Tampons: Tampax
- Teeth Whitening: Crest
- Women’s Shaving: Gillette Venus
- Dish Soap: Dawn
- Dishwasher Detergent: Cascade
- Dryer Sheets: Bounce
- Fabric Softener: Downy
- Laundry Detergent: Tide
- Laundry Detergent for Cold Water Washing: Tide
- Laundry Detergent for Deep Cleaning: Tide
- Laundry Detergent for Overall Value: Tide
- Laundry Detergent for Sensitive Skin: Tide
- Laundry Scent Booster (in-wash): Downy
- Laundry Wrinkle Protection: Bounce
- Paper Towels: Bounty

This year Colgate emerged as the sole winner in the Toothpaste category. This has been a contested category between Colgate and Crest over the years.

Honeywell stood out with five wins, leading across a variety of home goods categories (Air Purifier, Electric Fan, Humidifier, Space Heater, Thermostat) and continuing to maintain trust within categories that saw strong growth during the pandemic.

Despite increasing competition in the “streaming wars,” Netflix received the most votes for Streaming Service for Quality Content despite recent subscription price increases.

The 2023 *BrandSpark Most Trusted Awards* winners are listed below. See details at www.BrandSparkMostTrusted.com and contact us for more information on any category.*

HOUSEHOLD & PET CARE	
CATEGORY	WINNER
Adhesive Tape	3M (Scotch)
Barbeque Charcoal	Kingsford / Royal Oak (TIE)
Barbeque Pellets	Traeger
Bathroom Tissue	Royale
Cat Food	Purina
Cat Litter	Arm & Hammer
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dog Food	Purina
Dog Treats	Milk-Bone

Dryer Sheets	Bounce
Eco-friendly Cleaning Products	ATTITUDE / Method (TIE)
Fabric Softener	Downy
Flea & Tick Prevention	Advantage II / K9 Advantix II
Food Storage Bags	Ziploc
Garbage Bags	Glad
Insect Control	Raid
Laundry Detergent	Tide
Laundry Detergent for Cold Water Washing	Tide
Laundry Detergent for Deep Cleaning	Tide
Laundry Detergent for Overall Value	Tide
Laundry Detergent for Sensitive Skin	Tide
Laundry Scent Booster (in-wash)	Downy
Laundry Stain Remover	OxiClean / Resolve (TIE)
Laundry Wrinkle Protection	Bounce
Multi-purpose Disinfecting Cleaner	Lysol
Paint (Interior & Exterior)	Behr
Paint (Interior & Exterior) (Quebec)	Sico
Paper Towels	Bounty
Power Tools	DEWALT
Strong Hold Glue	Gorilla Glue
Toilet Bowl Cleaner	Lysol
Writing Instruments	BIC
Yarn For Knitting	Bernat

HOME GOODS	
CATEGORY	WINNER
Air Fryer	Ninja
Air Purifier	Honeywell
Barbeque Grill	Weber
Clothes Iron	BLACK+DECKER
Clothes Steamer	Conair
Deep Fryer	Ninja / T-fal (TIE)
Drink Carbonation System	SodaStream
Electric Fan	Honeywell
Food Processor	KitchenAid
Headphones (Over ear)	Sony
Home Sound System	Bose
Humidifier	Honeywell
Luggage	Samsonite
Mattress	Sealy
Mattress-In-A-Box	Endy
Portable Cooler	Coleman

Portable Speaker	Bose
Single Serve Coffee Maker	Keurig
Space Heater	Honeywell
Stand Mixer	KitchenAid
Thermostat	Honeywell
Toaster Oven	BLACK+DECKER
TV	Samsung
Vacuum	Dyson
Washer / Dryer	LG / Samsung (TIE)
Weighted Blanket	Hush.

FOOD & BEVERAGE	
CATEGORY	WINNER
Baking	Robin Hood
Block Cheddar (Ontario)	Black Diamond
Block Cheddar (Quebec)	P'tit Quebec
Block Cheddar (West)	Armstrong
Bottled Water	Pure Life
Butter	Lactantia
Canned Fruit	Del Monte
Canned Seafood	Clover Leaf
Canned Tomatoes	Aylmer
Caramel Candy	Werther's Original
Cereal	Kellogg's
Chicken	Maple Leaf
Cooking Oil Spray	PAM
Cooking Stock / Broth	Campbell's
Cottage Cheese	Dairyland
Dairy Free Cheese	Daiya
Dry Pasta	Catelli
Eggs	Burnbrae Farms
Espresso Coffee	Nespresso
Fresh Pasta	Olivieri
Frozen Entrée	Stouffer's
Frozen Pizza	Dr. Oetker
Frozen Potato Products	McCain
Fruit Cups	Del Monte
Fruit Juice	Oasis
Hot Sauce	Frank's RedHot
Hummus	Fontaine Santé / Sabra (TIE)
Ice Cream Bars	Chapman's
Jam	Smucker's
Jerky	Jack Link's

Milk (Atlantic)	Farmers
Milk (Ontario)	Neilson
Milk (Quebec)	Québon
Milk (West)	Dairyland
Mozzarella	Saputo
Oat Milk	Silk
Oatmeal	Quaker
Organic Bread	Silver Hills Sprouted Bakery
Packaged Meat	Maple Leaf
Pancake Mix	Pearl Milling Company (formerly Aunt Jemima)
Pasta Sauce	Classico
Pepperoni	Schneiders
Plant-Based Meat Alternative	Beyond Meat
Popcorn	Orville Redenbacher's
Pork	Maple Leaf
Premade Cooking Sauce / Marinade	VH
Premium Aged Cheddar	Balderson
Premium Crackers	Christie
Ready-to-bake Dough	Pillsbury
Refrigerated Salad Dressing	Kraft
Rehydration Drink	Gatorade
Salsa	Tostitos
Sausages	Johnsonville / Schneiders (TIE)
Seasoning	Club House
Shredded Cheese	Black Diamond
Sour Cream (Ontario)	Gay Lea
Sour Cream (West)	Dairyland
Sparkling Water	bubly / Perrier (TIE)
Tortilla Chips	Tostitos
Tortilla Wraps	Dempster's
White Bread	Wonder
Yogurt	Activia

HEALTH, BEAUTY, & PERSONAL CARE	
CATEGORY	WINNER
Allergy Eye Drops	Visine
Back Pain Relief	Robax
Blood Glucose Monitor	OneTouch
Children's Cough Medicine	Children's Tylenol
Cold Sore Remedy	Abreva
Collagen Powder	Organika
Contact Lens Solution	Bausch & Lomb (Renu, Biotrue)
Cough Drops	Halls

Denture Adhesive	Poligrip
Electric Toothbrush	Oral-B
Face Wipes	Neutrogena
Feminine Hygiene Pads	Always
Fibre Supplement	Metamucil
Flushable Wipes	Cottonelle
Hair Regrowth Products	Rogaine
Hair Removal	Nair
Hand Soap	Dove / Softsoap (TIE)
Headache Relief	Tylenol
Kids Sunscreen	Coppertone
Laxative	RestoraLAX / Senokot (TIE)
Manual Toothbrush	Colgate / Oral-B (TIE)
Men's Body Hair Trimmer	Gillette / Philips (TIE)
Men's Shaving	Gillette
Micellar Water	Garnier
Migraine Relief	Tylenol
Mouthwash	Listerine
Nasal Spray	hydraSense
Pain Relief Patch	Salonpas
Pregnancy Test	Clearblue / First Response (TIE)
Probiotic Supplements	Jamieson
Smoking Cessation	Nicorette
Sunscreen	Coppertone
Tampons	Tampax
Teeth Whitening	Crest
Toothpaste	Colgate
Women's Shaving	Gillette Venus

BABY & KIDS	
CATEGORY	WINNER
Baby Laundry Detergent	Ivory Snow
Baby Monitor	VTech
Baby Wash / Shampoo	Johnson's Baby
Breast Pump	Medela
Children's Thermometer	Braun
Diapers	Pampers
Dolls	Barbie

CLOTHING & SPORTING GOODS	
CATEGORY	WINNER
Action Camera	GoPro
Bike Helmet	Bell Helmets

Jeans	Levi's
Kayak	Pelican
Men's Underwear	Fruit of the Loom / Hanes (TIE)
Stationary Exercise Bike	Peloton
Swimming Goggles	Speedo
Tennis Racquet	Wilson
Treadmill	NordicTrack
Women's Shapewear	SPANX
Yoga Wear	lululemon

AUTOMOTIVE	
CATEGORY	WINNER
Automotive Floor Mats	WeatherTech
Auto Insurance Provider	Intact Insurance
Automotive Tools	MasterCraft
Car Battery	MotoMaster
Compact Car	Honda / Toyota (TIE)
Crossover SUV	Honda / Nissan / Toyota (TIE)
Full-size Sedan	Toyota
Fully Electric Car	Tesla
Hybrid Gas / Electric Car	Toyota
Large SUV	Ford / Toyota (TIE)
Motor Oil	Castrol
Pickup Truck	Ford
Retailer of Auto Parts	Canadian Tire
Tire Sales & Service Provider	Canadian Tire
Tire Sales & Service Provider (West)	Kal Tire
Windshield Repair / Replacement Service	Speedy Glass

SERVICES & RETAIL	
CATEGORY	WINNER
Cashback Credit Card	CIBC
Cellular Service Provider	Bell / Telus (TIE)
Coffee Shop Chain	Tim Hortons
Family Restaurant (Alberta)	Boston Pizza
Family Restaurant (BC)	White Spot
Family Restaurant (Ontario)	Swiss Chalet
Family Restaurant (Quebec)	St-Hubert
Food Delivery App	Uber Eats
Grocery Delivery	Instacart
Grocery Pick-up	PC Express
Grocery Store for Low Prices / Affordability	No Frills

Health Diagnostic Services	LifeLabs
High-Speed Internet Provider	Bell
Home Insurance Provider	Intact Insurance
Home Phone Service Provider	Bell
Home Security Provider	TELUS SmartHome Security
Junk Removal Service	1-800-GOT-JUNK?
Large File Sending Service	Dropbox
Life Insurance Provider	Manulife / Sun Life (TIE)
Loyalty Program	PC Optimum
Meal Kit Delivery Service	HelloFresh
Mortgage Comparison Site	Ratehub.ca
No Annual Fee Credit Card	PC Financial
Online Casino (Ontario)	OLG
Online Healthcare Provider	Telus Health
Online Restaurant Reservation App / Site	OpenTable
Online Sports Betting App / Site	bet365
Pharmacy	Shoppers Drug Mart
Pharmacy (Quebec)	Jean Coutu
Quick Service Restaurant	McDonald's
Real Estate Agency	RE/MAX
Retailer of Hunting & Fishing Gear	Bass Pro Shops & Cabela's
Retailer of Outdoor & Camping Gear	Canadian Tire
Self Storage Warehouse	U-Haul
Short-term Rental Booking Site	Airbnb
Streaming Service for Children's Content	Disney+
Streaming Service for Quality Content	Netflix
Streaming Service for Sports	DAZN
Travel Rewards Credit Card	RBC / TD (TIE)
TV Service Provider	Bell
Virtual Meeting / Video Conferencing	Zoom
Weight Loss Program	WW (Weight Watchers)

How winners are determined

In the 2023 BrandSpark Canadian Trust Study, 15,878 Canadian shoppers determined the BrandSpark Most Trusted Awards winners for 2023 through their top-of-mind unaided responses for categories in which they shop and services which they use. The results are ranked based on the greatest volume of mentions as the most trusted brand in the category (ties are declared if the margin of victory is within 3%).

About BrandSpark International

Founded in 2001, BrandSpark is a research and consulting firm that provides brands with the insights they need to understand the omnichannel shopper, refine their strategic brand positioning, build consumer trust, and improve the success of their new product launches.

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