

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

Baby & Kids

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





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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	Visine	Face Wipes	Neutrogena	Laxative (TIE)	RestoraLAX	Nasal Spray	hydraSense
Back Pain Relief	Robax	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	TYLENOL	Flushable Wipes	Cottonelle		Oral-B		
Cold Sore Remedy	abreva	Hair Regrowth Products	Rogaine	Men's Body Hair Trimmer (TIE)	Gillette PHILIPS	Probiotic Supplements	Jamieson NATURAL SOURCES SINCE 1932
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 CIBC	Grocery Store for Low Prices / Affordability (Quebec) maxi	Mortgage Comparison Site ratehub.ca	Retailer of Outdoor & Camping Gear CANADIAN TIRE
Cellular Service Provider (TIE) Bell TELUS	Health Diagnostic Services LifeLabs	Online Casino (Ontario) OLG	Self Storage Warehouse U-HAUL
Coffee Shop Chain Tim Hortons	High-Speed Internet Provider Bell	No Annual Fee Credit Card financial	Short-term Rental Booking Site airbnb
Family Restaurant (Alberta) BP	Home Insurance Provider intact INSURANCE	Online Healthcare Platform TELUS Health	Streaming Service for Children's Content Disney+
Family Restaurant (BC) White Spot	Home Phone Service Provider Bell	Online Restaurant Reservation App / Site OpenTable	Streaming Service for Quality Content NETFLIX
Family Restaurant (Ontario) SWISS CHALET	Home Security Provider TELUS	Online Sports Betting App / Site bet365	Streaming Service for Sports DAZN
Family Restaurant (Quebec) StHubert	Junk Removal Service 1-800-GOT-JUNK?	Pharmacy SHOPPERS DRUG MART	Travel Rewards Credit Card (TIE) RBC TD
Food Delivery App Uber Eats	Large File Sending Service Dropbox	Pharmacy (Quebec) Jean Coutu	TV Service Provider Bell
Grocery Delivery instacart	Life Insurance Provider (TIE) Manulife Sun Life	Quick Service Restaurant McDonald's	Virtual Meeting / Video Conferencing zoom
Grocery Pick-up express	Loyalty Program optimum	Real Estate Agency RE/MAX	Weight Loss Program WW
Grocery Store for Low Prices / Affordability NOFRILLS	Meal Kit Delivery Service HELLO FRESH	Retailer of Hunting & Fishing Gear Bass Pro Shops Cabela's	