

****For Immediate Release****



BrandSpark International Announces 8th Annual Most Trusted Consumer Product Brands for 2021

The BrandSpark Most Trusted Awards Earned Across 186 Consumer Product Categories Based on National Survey of 18,222 Consumers

TORONTO, ON – March 2nd, 2021 - Leading market research firm BrandSpark International today announced the 2021 winners of the BrandSpark Most Trusted Awards (“BMTA”) for everyday consumer product brands. The winners were selected based on a survey of 18,222 Canadian shoppers who shared their thoughts on which brands they trust the most and reasons for that trust.

The BrandSpark Most Trusted Awards program helps shoppers identify brands they can trust based on the experience of thousands of other consumers and therefore make better purchase decisions. “With the pandemic and fragile economy, consumers are more cautious about what they are bringing into their homes,” said Robert Levy, President and CEO of BrandSpark International. “So, right now, building a bridge of trust is more important than ever for brands. The BrandSpark Most Trusted Awards seal has been a visual reminder of that trust for 8 years. It underscores that other shoppers trust the brand and helps build trust with new consumers as well as remind their current consumers when faced with alternative brand choices.”

Awards were given in 186 Consumer Product categories. 90 categories were studied for the first time this year including 33 new food & beverage categories to keep pace with increased consumer focus on great food at home, and 16 new OTC/Health categories as consumer took more control of their personal health in 2020. All new categories have an * in the list below.

- COVID-19 has motivated more Canadians to take their future health in their own hands

70% believe they have a ‘great deal of control’ of their future health, up 4 percentage points since last January 2020, and 84% believe that there is a lot they ‘can do with food and nutrition to prevent illness’, up 6 percentage points.

These changes inspired Canadians to take a more engaged look at the food & health brands they trust and benefited brands striving to offer healthy options like Maple Leaf (Fresh Chicken), Chosen Foods (Avocado Oil), and Bob's Red Mill (Alternative Flour)

- Spending more time at home, Canadians invested in home comfort & became savvier cooks

Many households have added home-comfort appliances including humidifiers, air purifiers, fans and space heaters. Despite the appearance of new brands online, Canadians continued to trust Honeywell most for reliability and value across these four categories.

Canadians remained loyal to the leading brands that they trust to ensure their favourite recipes are a success. Some wins in food staple categories include Robin Hood (All-purpose flour), Campbell's (Cooking Stock/Broth), Lactantia (Butter), and Saputo (of recent Tik Tok viral fame in Feta).

- Product origin became more important as shoppers appreciate Canadian brands

This movement benefited brands including Maple Leaf, Yves Veggie Cuisine, Burnbrae, and Endy, among others, who repeated as winners or took the crown in 2021.

- The ongoing trend toward premium products balanced out financial concerns

9 in 10 Canadians say they feel proud to get great value for their money, and so it's no surprise that we trust the brands we believe deliver the best value, and not just a low price.

Beauty shoppers continued to go premium, with 10% fewer shoppers saying that price is the top factor in their purchase decisions. This year Redken was the most trusted for Salon / Professional shampoo (over \$10).

- Despite the pandemic Canadians continue to seek new products to deliver the best performance

Innovation is an important driver of trust in many categories and 71% of consumers say they are likely to try innovations from the brands they trust most.

Canadians believe in the potential of ongoing research & development to produce superior product performance. Across food, health, and personal care the belief in the impact of R&D increased 7 percentage points since the beginning of the pandemic.

A CPG innovation leader, manufacturer Procter & Gamble had the most brand wins with 20 total, including 6 wins in Laundry categories alone.

- Online presence emerged as an important driver of brand trust as millions of Canadians moved to ecommerce

Canadians are doing a lot more shopping online: 37% are making purchases online at least every two weeks vs. 25% a year ago.

Online shoppers are encountering new brands that get compared with long time favourites. Trusted brands need to reinforce their category leadership on the major ecommerce channels. "The BrandSpark Most Trusted Awards logo helps reinforce the consumer endorsement of those brands," Levy says.

The BrandSpark Most Trusted Awards 2021 winners are listed below. See details at <http://www.BrandSparkMostTrusted.com>. *= new category

Baby & Kids	
Baby Laundry Detergent	Ivory Snow

Baby Monitor	VTech
Baby Probiotics	BioGaia
Baby Toys*	Fisher Price
Baby Wash / Shampoo	Johnson's Baby
Breast Pump	Medela
Children's Allergy Medicine	Benadryl
Children's Cough Medicine*	Tylenol
Children's Learning Toys	Fisher Price / VTech / LeapFrog (TIE)
Children's Thermometer	Braun
Children's Vitamins	Flintstones
Diaper Rash Cream	Penaten / Sudocrem (TIE)
Diapers	Pampers
Dolls*	Barbie
Nipple Cream*	Lansinoh
Nursing Pads	Lansinoh
Nursing Pillow*	Boppy
Playpen/Playard*	Graco

Food & Beverage	
All-Purpose Flour*	Robin Hood
Alternative Flour (Non-Wheat)*	Bob's Red Mill
Avocado Oil*	Chosen Foods
Better-For-You Frozen Dessert*	Chapman's
British Columbia Wine*	Mission Hill
Butter	Lactantia
Cannabis Infused Beverage*	Tweed
Canned Seafood*	Clover Leaf
Chocolate	Lindt
Chocolate Chips*	Hershey
Cocoa Powder*	Fry's
Coconut Oil (Cooking)*	Kirkland
Coconut Water*	Vita Coco
Cooking Oil Spray	Pam
Cooking Stock/Broth*	Campbell's
Dairy Free Cheese*	Daiya
Eggs	Burnbrae Farms
Feta Cheese*	Saputo
Flavoured Water Enhancer*	MiO

Fresh Chicken*	Maple Leaf
Fresh Pasta (Packaged) *	Olivieri
Frozen Fruit*	President's Choice
Frozen Pie Shells*	Tenderflake
Frozen Pizza	Delissio / Dr. Oetker (TIE)
Frozen Potato Products	McCain
Frozen Vegetables*	Green Giant
Gluten Free Bread	Udi's / Little Northern Bakehouse / Glutino (TIE)
Gluten Free Snacks (Packaged)	Glutino
Honey*	Billy Bee
Hot Sauce	Frank's RedHot
Iced Tea*	Nestea
Instant Noodles*	Mr. Noodles
Jerky	Jack Link's
Lunch Kits*	Lunchables
Milk (Ontario)	Neilson
Milk (Quebec)	Québon
Milk (West)	Dairyland
Mustard	French's
Non-Alcoholic Beer*	Heineken
Non-Dairy Yogurt*	Silk
Oat Milk*	Earth's Own
Ontario Wine*	Peller Estates / Jackson Triggs (TIE)
Pasta Sauce	Classico
Pickles*	Bick's
Popcorn	Orville Redenbacher's
Ready-to-Drink Smoothies*	Oasis
Reduced Calorie Beer*	Michelob / Molson / Coors (TIE)
Salad Kits*	Dole
Salsa*	Tostitos
Sausages	Johnsonville
Steak Sauce*	HP
Taco Kits*	Old El Paso
Vegan Food	Yves Veggie Cuisine
White Vinegar*	Heinz
Yogurt Drink*	Yoplait

Health & Beauty

Acne Treatment System	Proactiv / Neutrogena / Clean & Clear (TIE)
Allergy Eye Drops*	Visine
Allergy Relief	Reactine
Anti-Aging Skin Care Products	Olay
Antibacterial Soap*	Softsoap
Back Pain Relief	Robax
Beard Oil*	Bulldog / L'Oréal (TIE)
Blood Glucose Monitors*	One Touch
Blood Pressure Monitors*	Omron
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Cough Drops / Lozenges	Halls
Denture Adhesive	Poligrip
Denture Cleanser	Polident
Diarrhea Medication	Imodium
Ear Pain Relief*	Polysporin
Eczema Cream*	Aveeno
Electric Toothbrush	Oral-B
Eye Cream*	Olay / L'Oréal (TIE)
Fibre Supplement	Metamucil
Hair Regrowth Products	Rogaine
Hair Removal	Nair
Hair Root Touch-Up	Clairol / L'Oreal (TIE)
Hemorrhoid Treatment*	Preparation H
Immune System Support*	Jamieson
Insect Bite/Sting Treatment	After Bite
Laxative	Senokot
Lice Treatment*	Nix
Men's Body Wash	Dove Men+Care
Men's Skin Care	Dove Men+Care
Micellar Water	Garnier
Mouthwash	Listerine
Nasal Spray	hydraSense
Natural Cosmetics	Burt's Bees
Omega 3 Fish Oil Supplements	Jamieson
Pain Relief Patch	Salonpas
Pregnancy Test	First Response
Probiotic Supplements	Jamieson

Salon/Professional Shampoo (Over \$10)*	Redken
Sensitive Toothpaste	Sensodyne
Shampoo & Conditioner (Men)	Head & Shoulders
Shampoo & Conditioner (Women)	Pantene
Snoring Aids*	Breathe Right
Sore Throat Spray*	Chloraseptic
Sunscreen	Coppertone
Teeth Whitening	Crest
Toe/Foot Antifungal Products*	Dr. Scholl's / Tinactin (TIE)
Toothpaste For Gum Health*	Crest
Topical Cough Suppressant*	Vicks VapoRub
Topical Pain Relief Cream/Gel	Voltaren
Upset Stomach Relief	Pepto-Bismol
Wart Removal*	Compound W
Women's Body Wash*	Dove
Yeast Infection Medication	Canesten

Home Goods	
Air Purifier	Honeywell / Dyson (TIE)
Barbecue Grill	Weber
Beard Trimmer*	Philips Norelco
Blender	Ninja
Computer Monitor*	Samsung / Dell (TIE)
Electric Fan	Honeywell / Dyson (TIE)
Electric Kettle*	Black & Decker / Hamilton Beach (TIE)
Electric Shaver	Philips Norelco
Food Processor*	KitchenAid
Golf Clubs*	TaylorMade
Hair Clipper*	Wahl
Humidifier	Honeywell
LED Light Bulbs	Philips
Mattress In A Box	Endy
Oven/Range	Samsung
Rice Cooker*	Black & Decker
Robot Vacuum*	iRobot by Roomba
Single Serve Coffee Maker	Keurig
Slow Cooker	Crock-Pot
Space Heater	Honeywell

Spring Mattress	Sealy
Stand Mixer*	KitchenAid
Vacuum	Dyson
Washer / Dryer	Samsung / LG (TIE)
Windshield Wipers*	Rain-X / Michelin (TIE)

Household & Pet	
Air Freshener	Febreze
Bath & Shower Cleaner*	Scrubbing Bubbles
Cat Food	Purina
Cat Treats*	Whiskas
Dental Chews For Dogs*	Pedigree
Dishwasher Detergent	Cascade
Disinfecting Wipes	Lysol
Dog Treats	Milk-Bone
Drain Cleaner	Drano
Dryer Sheets	Bounce
Fabric Refresher*	Febreze
Fabric Softener	Downy
Flea & Tick Prevention	Advantage II / K9 Advantix II
Food Storage Bags	Ziploc
Food Storage Containers	Rubbermaid
Garbage Bags	Glad
Glass Cleaner*	Windex
Hand Sanitizer	Purell
Insect Control*	Raid
Insect Repellent	OFF!
Laundry Detergent	Tide
Laundry Scent Booster (In-Wash)*	Downy
Laundry Wrinkle Protection*	Bounce
Mop And Bucket*	Vileda
Multi-Purpose Disinfecting Cleaner	Lysol
Premium Adult Dog Food*	Purina (Pro Plan, ONE) / Royal Canin (TIE)
Premium Puppy Food*	Purina (Pro Plan, ONE) / Royal Canin (TIE)
Shoe/Boot Polish*	Kiwi
Shoe/Sneaker Protector*	Kiwi
Sponges*	Scotch Brite
Stainless Steel Cleaner*	Weiman

Toilet Bowl Cleaner*	Lysol
Water Filtration (Pitchers & Bottles)*	Brita
Wood Surface Care*	Pledge

How winners are determined

Over 18,000 Canadian shoppers determined the BrandSpark Most Trusted Awards winners for 2021 through their top-of-mind unaided responses for categories in which they shop. 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 International combines real world consumer insight with marketing credentials and services. **BrandSpark Insights** decodes the consumer omni-channel decision-making process and quantifies the impact of brand trust in order to inspire brand and shopper strategy. **BrandSpark Marketing Services** runs major consumer product awards programs Best New Product Awards www.BestNewProductAwards.biz and BrandSpark Most Trusted Awards www.BrandSparkMostTrusted.com, and also consumer product endorsement and amplification platform, www.ShopperArmy.com. For more information, visit www.BrandSpark.com. BrandSpark also conducts the Most Trusted Awards annually in the USA.

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Permission and authorization are required in order to reference the BrandSpark Most Trusted Awards win or use the claim or logo.

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