

****For Immediate Release****



BrandSpark Announces 9th Annual Most Trusted Consumer Product Brands for 2022

The *BrandSpark Most Trusted Awards* Earned Across 151 Consumer Product Categories Based on a National Survey of 17,575 Consumers

TORONTO, ON – February 9th, 2022 - Leading market research firm BrandSpark International today announced the 2022 winners of the *BrandSpark Most Trusted Awards* (“BMTA”) for consumer products. The winners were selected based on a survey of 17,575 Canadians who shared their thoughts on which brands they trust the most and reasons for that trust in 151 categories in which they have recently shopped.

With an ever-increasing array of options on shelf, the BMTAs aim to help shoppers make better purchase decisions. Shoppers use the instantly recognizable BMTA logo to know who the majority of other Canadians trust the most, based on their experience of shopping for brands in that category. The *BrandSpark* Canadian Trust Study revealed that across major shopping categories like food and home goods, learning that a brand is the #1 most trusted increases shoppers’ intent to purchase even more than being the #1 seller. The credential’s impact was viewed as being similar to receiving a recommendation from a friend or family member.

“The *BrandSpark Most Trusted Awards* seal has been a visual reminder of trust leadership for 9 years,” said Robert Levy, President, and CEO of BrandSpark International. “It underscores that the brand is perceived to be delivering highly on drivers of trust, helps build trust with new consumers and as well reminds current consumers when faced with alternative brand choices.” .” Levy also underscores that “the BMTA winners are always identified by BrandSpark International using research survey best practice principles based 100% on an independent sample of shoppers who have recent experience in each category. We do not allow brands to employ their own social media or email databases to skew the voting based on whichever brands have the biggest reach.”

Rising Cost of Consumer Goods and the Trust Paradigm

The *BrandSpark* Canadian Trust Study revealed that the top 3 drivers of trust in consumer products are pricing, quality, and transparency, with 6 in 10 saying that their trust increases greatly when a brand improves pricing. The pandemic has put a strain on supply chains globally and out of stocks along with increased prices on the shelf may prompt consumers to seek out new brands to fulfill their value expectations, such as private label or value brands. “This emphasizes the need for trust leaders to re-evaluate their value propositions to consumers and maintain trust,” said Adam Bellisario, Associate Vice-President at Best New Product Awards Inc. “Depending on the category and consumer expectations, this can include various marketing strategies that use the drivers of trust behind their brand to reinforce and validate any price premium”, said Bellisario.

5 Notable Winners from the 2022 *BrandSpark* Most Trusted Awards

1. The brand with the largest trust share and margin of trust in the entire study was heritage brand Arm & Hammer for the fridge deodorizer category.
2. Home air purification exploded in sales over the pandemic. Honeywell moved into the sole first most trusted position in this category, driven by quality and efficacy.
3. Ben’s Original (formerly Uncle Ben’s) and Pearl Milling Company (formerly Aunt Jemima) successfully navigated important brand updates, even though many shoppers in the study still refer to the heritage branding.
4. Despite trust growth for private label (Kirkland) in beef, Maple Leaf remains Canada’s trust leader for both poultry and pork products.
5. In Personal Care no brand increased its trust with more shoppers than Dove, fueled by consistent quality and value across products for the whole family.

The *BrandSpark* Most Trusted Awards 2022 winners are listed below. See details at www.BrandSparkMostTrusted.com, and contact us for more information on any category.

BABY & KIDS	
CATEGORY	WINNER
Baby Food	Gerber
Baby Formula	Enfamil / Similac (TIE)
Baby Laundry Detergent	Ivory Snow
Baby Lotion	Aveeno / Johnson's Baby (TIE)
Baby Monitor	VTech
Baby Wash / Shampoo	Johnson's Baby
Baby Wipes	Huggies
Booster Seat	Graco

Breast Pump	Medela
Car Seat	Graco
Child Home Safety Products	Safety 1st
Children's Thermometer	Braun
Children's Vitamins	Flintstones / Jamieson (TIE)
Diapers	Pampers
Dolls	Barbie
High Chair	Graco
Jogging Stroller	Graco
Natural Baby Products	Live Clean
Standard Stroller	Graco
Toys	Fisher-Price

BEAUTY, COSMETICS, & SKINCARE	
CATEGORY	WINNER
Body Lotion	Aveeno
Concealer	Covergirl / Maybelline (TIE)
Eyebrow Makeup	Maybelline
Eyeliner	Maybelline
Face Cream	Olay
Face Wipes	Neutrogena
Foundation	Covergirl
Lip Colour	Revlon
Lip Gloss	Burt's Bees
Lipstick	Revlon
Mascara	Maybelline / L'Oréal (TIE)
Men's Skin Care	Dove Men+Care
Micellar Water	Garnier
Nail Polish	Sally Hansen
Natural Cosmetics	Burt's Bees
Night Cream	Olay
Pore Strips	Bioré
Self Tanning	Jergens

FOOD & BEVERAGE	
CATEGORY	WINNER
Baking	Robin Hood
Beef	Kirkland
Beer	Budweiser / Coors / Molson (TIE)
Better-for-you Frozen Meals	Healthy Choice / Lean Cuisine (TIE)
Butter	Lactantia

Cannabis Beverages	Tweed
Cannabis Flower	Tweed
Canned Seafood	Clover Leaf
Cheddar Cheese	Black Diamond / Kraft (TIE)
Chocolate	Lindt
Coffee	Folgers / Nescafe / Maxwell House (TIE)
Cooking Oil Spray	Pam
Cooking Stock / Broth	Campbell's
Cottage Cheese	Dairyland
Dairy Free Cheese	Daiya
Eggs	Burnbrae Farms
Fresh Baguette	ACE Bakery
Frozen Fish	High Liner
Frozen Pie Shells	Tenderflake
Frozen Pizza	Dr. Oetker
Green Tea	Tetley
Hard Seltzer	White Claw
Jerky	Jack Link's
Mayonnaise	Hellmann's
Milk (National)	Dairyland / Neilson
Milk (Ontario)	Neilson
Milk (Quebec)	Québon
Milk (West)	Dairyland
Pancake & Waffle Syrup	Pearl Milling Company (formerly Aunt Jemima)
Pancake Mix	Pearl Milling Company (formerly Aunt Jemima)
Pasta Sauce	Classico
Peanut Butter	Kraft
Pepperoni Sticks	Schneiders (Pepperettes)
Popcorn	Orville Redenbacher's
Pork	Maple Leaf
Poultry	Maple Leaf
Protein Bar	Clif
Rice	Ben's Original (formerly Uncle Ben's)
Sausages	Johnsonville
Soup	Campbell's
Sparkling Water	Perrier
Vegan Food	Yves Veggie Cuisine
Vodka	Smirnoff
Whiskey	Crown Royal
White Bread	Wonder

HEALTH & PERSONAL CARE	
CATEGORY	WINNER
Adult Incontinence	Poise
Allergy Eye Drops	Visine
Allergy Relief	Reactine
Blood Glucose Monitor	OneTouch
Blood Pressure Monitor	Omron
Children's Cough Medicine	Tylenol
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Denture Adhesive	Poligrip
Denture Cleaner	Polident
Dry Shampoo	Batiste
Electric Toothbrush	Oral-B
Fibre Supplement	Metamucil
Hair Regrowth Products	Rogaine
Hair Removal	Nair
Headache Relief	Tylenol
Laxative	RestoraLAX
Manual Toothbrush	Oral-B
Men's Body Wash	Dove Men+Care
Men's Shaving	Gillette
Mouthwash	Listerine
Nasal Spray	hydraSense
Pain Relief Patch	Salonpas
Pregnancy Test	First Response
Probiotic Supplements	Jamieson
Shampoo & Conditioner	Head & Shoulders
Sunscreen	Coppertone
Teeth Whitening	Crest
Topical Cough Suppressant	Vicks
Topical Pain Relief Cream / Gel	Voltaren
Upset Stomach Relief	Pepto-Bismol
Women's Body Wash	Dove
Women's Shaving	Gillette

HOME, HOUSEHOLD, AND PET	
CATEGORY	WINNER
Air Freshener Spray	Febreze
Air Purifier	Honeywell
Antibacterial Hand Soap	Softsoap
Bar Soap	Dove

Barbeque Grill	Weber
Bathroom Tissue	Kirkland
Candle	Bath & Body Works
Cookware	Lagostina
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dishwasher Rinsing Aid	Finish
Dog Treats	Milk-Bone
Dryer Sheets	Bounce
Electric Fan	Honeywell
Fabric Refresher	Febreze
Fabric Softener	Downy
Flea & Tick Prevention	Advantage II / K9 Advantix II
Food Processor	KitchenAid
Fridge Deodorizer	Arm & Hammer
Garbage Bags	Glad
Humidifier	Honeywell
Insect Control	Raid
Laundry Detergent	Tide
Laundry Detergent for Deep Cleaning	Tide
Laundry Scent Booster (In-Wash)	Downy
Laundry Stain Remover	Resolve
Laundry Wrinkle Protection	Bounce
Mattress in a box	Endy
Multi-Purpose Disinfecting Cleaner	Lysol
Paper Towel	Bounty
Plug-in Air Freshener	Glade
Single Serve Coffee Maker	Keurig
Space Heater	Honeywell
Stand Mixer	KitchenAid
Toilet Bowl Cleaner	Lysol
Vacuum	Dyson
Washer / Dryer	LG
Weighted Blanket	Hush

How winners are determined

17,575 Canadian shoppers determined the *BrandSpark Most Trusted Awards* winners for 2022 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 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. BrandSpark's affiliate, Best New Product Awards Inc., runs major awards programs the *Best New Product Awards* and the *BrandSpark Most Trusted Awards*, and *Shopper Army*, a digital shelf platform providing the most trusted incentivized Ratings and Reviews for brands.

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