

****For Immediate Release****



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

The *BrandSpark Most Trusted Awards* Earned Across 125 Consumer Product Categories Based on a National Survey of 14,718 Consumers

NEW YORK, NY – February 9th, 2022 - Leading market research firm BrandSpark International, in partnership with Newsweek Magazine, today announced the 2022 winners of the *BrandSpark Most Trusted Awards* (“BMTA”) for consumer products. The winners were selected based on a survey of 14,718 Americans who shared their thoughts on which brands they trust the most and reasons for that trust in 125 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 Americans trust the most, based on their experience of shopping for brands in that category. The *BrandSpark* American 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* American Trust Study revealed that the top 3 drivers of trust in consumer products are pricing, quality, and transparency, with 55% 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. 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.
3. Private label brands gained in food & beverage with Walmart’s Great Value and Kroger Brand joining Kraft, Tyson, and Campbell’s as the 5 brands cited for increasing consumers’ trust in the past year.
4. Olay gained trust from more consumers than any other beauty brand for offering premium performance at an affordable price.
5. Lysol topped all other household brands with major gains in 2022, trusted for keeping homes safe and healthy through effective disinfecting.

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	Dreft
Baby Lotion	Johnson's Baby
Baby Monitor	VTech
Baby Wash / Shampoo	Johnson's Baby
Baby Wipes	Huggies
Booster Seat	Graco

Breast Pump	Medela
Child Home Safety Products	Safety 1st
Children's Cough Medicine	Tylenol
Children's Thermometer	Braun
Children's Vitamins	Flintstones
Diapers	Pampers
Dolls	Barbie
High Chair	Graco
Infant / Toddler Car Seat	Graco
Jogging Stroller	Graco
Standard Stroller	Graco
Toys	Fisher-Price

BEAUTY, COSMETICS, AND SKINCARE

CATEGORY	WINNER
BB Cream	Maybelline / Covergirl (TIE)
Body Lotion	Jergens / Aveeno (TIE)
CC Cream	IT Cosmetics
Concealer	Maybelline / CoverGirl (TIE)
Eye Cream	Olay
Eyebrow Makeup	Maybelline
Eyeliners	Maybelline
Face Cream	Olay
Face Wipes	Neutrogena
Foundation	CoverGirl
Hair Removal	Nair
Lip Color	Revlon
Lip Gloss	Burt's Bees
Lipstick	Revlon
Makeup Remover	Neutrogena
Mascara	Maybelline
Micellar Water	Garnier
Nail Polish	OPI / Sally Hansen (TIE)
Natural Cosmetics	bareMinerals
Night Cream	Olay
Pore Strips	Biore
Self Tanning	Jergens
Toner	Neutrogena

FOOD & BEVERAGE	
CATEGORY	WINNER
Artisan Flatbread	Stonefire
Bacon	Oscar Mayer
Beer	Budweiser
Better-for-you Frozen Meals	Lean Cuisine
Coffee	Folgers
Cooking Stock/Broth	Swanson
Dairy Free Cheese	Daiya
Eggs	Eggland's Best
Frozen Fish	Gorton's
Frozen Pie Shells	Pillsbury
Green Tea	Lipton
Hard Seltzer (Alcoholic)	White Claw / Truly (TIE)
Mayonnaise	Hellmann's
Pancake & Waffle Syrup	Pearl Milling Company
Pancake Mix	Pearl Milling Company
Pasta Sauce	RAGÚ
Peanut Butter	Jif
Pork	Smithfield
Poultry	Tyson
Prepared Mashed Potatoes	Idahoan
Protein Bar	KIND / Clif (TIE)
Rice	Ben's Original (formerly Uncle Ben's)
Soup	Campbell's
Vodka	Smirnoff
Whiskey	Jack Daniel's

HEALTH & PERSONAL CARE	
CATEGORY	WINNER
Adult Incontinence	Poise
Allergy Eye Drops	Visine
Bar Soap	Dove
Blood Glucose Monitor	OneTouch
Blood Pressure Monitor	Omron
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Dry Shampoo	Dove / Batiste (TIE)
Electric Toothbrush	Oral-B
Fiber Supplement	Metamucil
Hair Regrowth Products	Rogaine

Headache Relief	Tylenol
Manual Toothbrush	Oral-B / Colgate (TIE)
Men's Body Wash	Dove Men+Care
Men's Shaving	Gillette
Men's Skin Care	Dove
Mouthwash	Listerine
Nasal Spray	Flonase
Pain Relief Patch	Salonpas
Probiotic Supplement	Culturelle
Shampoo & Conditioner	Suave
Sunscreen	Coppertone
Teeth Whitening	Crest
Topical Cough Suppressant	Vicks
Topical Pain Relief Cream/Gel	Icy Hot
Upset Stomach Relief	Pepto Bismol
Women's Body Wash	Dove
Women's Shaving	Gillette
Workout Supplement	GNC

HOME, HOUSEHOLD & PET	
CATEGORY	WINNER
Air Freshener Spray	Febreze
Antibacterial Hand Soap	Dial
Bathroom Tissue	Charmin
Candles	Yankee Candle
Cookware	Farberware
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dishwasher Rinsing Aid	Finish
Dryer Sheets	Bounce
Fabric Refresher	Febreze
Fabric Softener	Downy
Flea & Tick Prevention	Frontline
Fridge Deodorizer	Arm & Hammer
Insect Control	Raid
Laundry Detergent	Tide
Laundry Detergent for Deep Cleaning	Tide
Laundry Scent Booster (In-Wash)	Downy
Laundry Stain Remover	Shout
Laundry Wrinkle Protection	Downy
Multi-Purpose Disinfecting Cleaner	Lysol
Paper Towel	Bounty

Plug-in Air Freshener	Glade
Single Serve Coffee Maker	Keurig
Stand Mixer	KitchenAid
Toilet Bowl Cleaner	Lysol
Vacuum	Shark
Washer / Dryer	Whirlpool / Maytag (TIE)
Weighted Blanket	Tranquility

How winners are determined

14,718 American 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.

Newsweek Media Partnership

BrandSpark has partnered with premier media brand *Newsweek* to shine a bright light on these award-winning brands. The partnership will include features of the winners, targeted communications to readers, and unique high-value advertising opportunities for brands anchored by editorial content. The *BrandSpark Most Trusted Awards* logo includes the iconic and instantly recognizable *Newsweek* logo to generate even more impact for shoppers and brands.

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Permission and authorization from Best New Product Awards Inc. are required to reference the BrandSpark Most Trusted Awards win or use the claim or logo.

For further information or interview requests, please contact Adam Bellisario, Associate Vice-President, Best New Product Awards Inc.:

ABellisario@BrandSpark.com

For licensing inquiries, please contact Brian Kolb, CEO, EnVeritas Group:

Brian@EnVeritasGroup.com