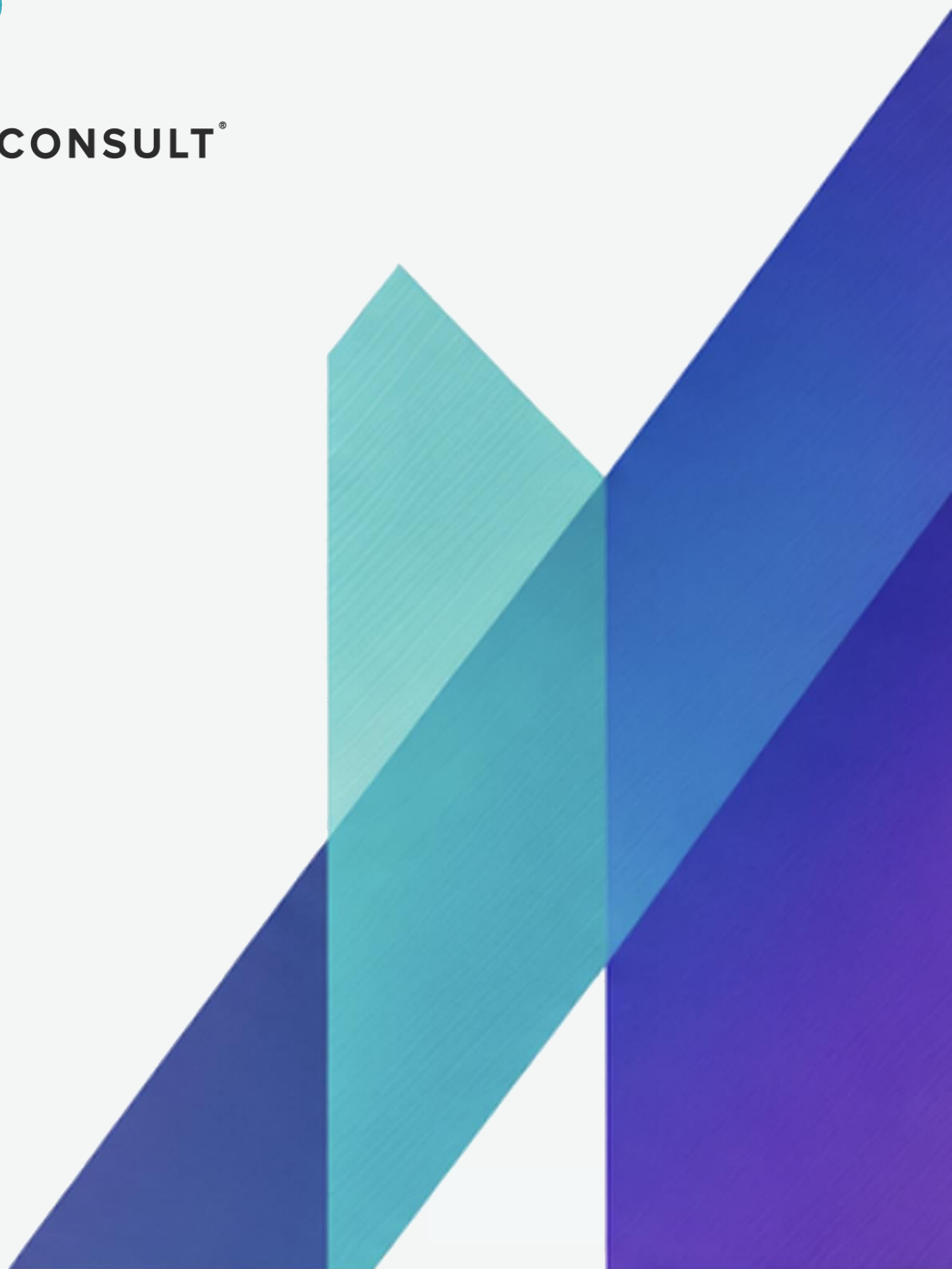


# MOST TRUSTED BRANDS 2026

 MORNING CONSULT®



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# Methodology

**Morning Consult's Most Trusted Brands is the definitive measure of brand trust** across industries, showcasing the companies and products that have earned or maintained consumer trust in 2026.

For every brand tracked, survey respondents are asked “How much do you trust this brand to do what is right?” Morning Consult's Most Trusted Brands rankings are determined by net trust, or the share of respondents who said they trust each brand to do the right thing “a lot” or “some” minus the share who said “not much” or “not at all.”

The surveys for this study were conducted between January 1 and May 15, 2026. Year-over-year comparisons reference the same window in 2025. This year's analysis spans over 3,200 brands measured, with an average of over 10,000 surveys per brand per year.

**Standouts:** Standouts identify the brands an audience trusts most *relative to the general population*. The rankings were determined by taking the difference in net trust between a given demographic and all adults.

**Risers:** Trust risers are calculated by looking at the year-over-year shift in net trust.

**Eligibility:** Published rankings are drawn from brands eligible for the Most Trusted Brands list; a number of tracked entries in Morning Consult Intelligence — including sub-brands, non-profits, and government entities — are measured but held out of the public rankings.

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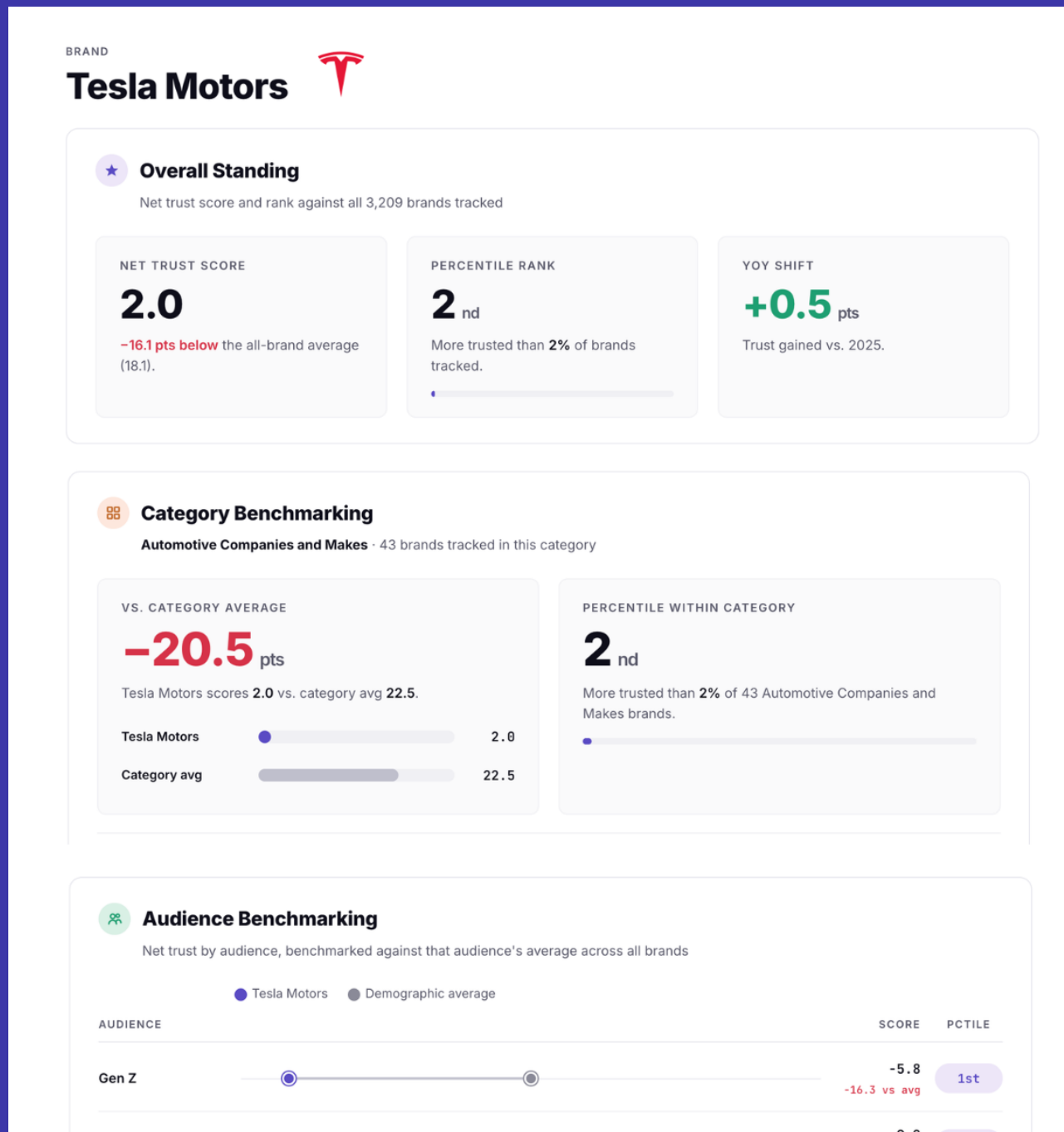
**The data in this study comes from [Morning Consult Intelligence](#),** which tracks consumer perceptions on thousands of brands daily.

Morning Consult Intelligence captures the leading indicators of consumer intent across global markets and packages them into an insight-driven, agentic AI platform so business leaders can make smarter, faster decisions for growth.

[Learn more](#)

# Request a custom trust assessment

Benchmark your brand's trust score against 3,200 other brands along with category and audience positioning.



[Get your report](#)

1.

# The Trust Landscape



## In an Anxious Moment, Consumers Are Reaching for Familiar Comfort

The central pattern in this year's data is nostalgia over novelty, highlighting the emergence of a reassurance economy.

The brands gaining the most trust in 2026 are largely not new breakout products but nostalgic favorites like Capri Sun, Lunchables, and Hot Wheels. The recently relaunched Mr. Pibb posted the single largest trust gain of any brand. What unites them is that they belong to a specific register of American memory: the brand landscape of childhood, before adult complexity set in. Their rise in 2026 says as much about the psychological moment consumers are in as it does the brands themselves.

The overall Most Trusted Brands reinforces this pattern. The list is dominated by household staples like Dawn Dish Soap, BAND-AID, Heinz, and Hershey's that are reliable if not particularly exciting brands. These are products that do exactly what consumers expect them to, year after year.

On the other hand, the AI category is conspicuously absent. Despite the breakout year in adoption for AI, Gemini is the only AI brand to make the ranking of trust risers.

More broadly, Morning Consult data shows AI brands and other fast-growing tech categories face a significant trust deficit, a contrast to the household goods and nostalgic brands that are succeeding.

The macro pattern threading through all of this is reassurance. In conditions of ambient uncertainty — economic, political, technological — consumers appear to be routing their trust toward brands that provide predictability and comfort. A bottle of Heinz ketchup is identical to the one you grew up with. These are brands that have eliminated surprise from the consumer relationship, and that appears to be highly valuable in this moment.

This frames the strategic imperative for brands. A growth model focused on disruption and differentiation assumes that consumers are in discovery mode, actively seeking something better. The trust data suggests that in 2026, a significant portion of consumers are in anchoring mode: seeking brands they can count on when other parts of their environment feel unstable.

# 10 Key Trends

- 1. Brand trust is holding up in a low trust era:** There are 591 brands Morning Consult has been tracking since 2018. The average trust score for this set has been remarkably stable during that period and hit a new high point this year.
- 2. Dawn and Band-Aid reign supreme:** Dawn Dish Soap remains the Most Trusted Brand for the second straight year. Band-Aid retains second place, after finishing first in 2024, 2023 and 2022.
- 3. Nostalgia is this year's other big winner:** The biggest trust risers are nostalgic favorites such as Mr. Pibb, Lunchables, Hot Wheels, and Capri Sun.
- 4. Expect your brand to perform worse with Gen Z:** 94% of tracked brands score lower on net trust with Gen Z than with all U.S. adults. Gen Z's average net trust sits 8 points below the general adult population.
- 5. Tylenol's resilience shows why trust is a vital buffer during crises:** Despite the president creating a firestorm for the brand late last year, Tylenol remains in the top 20 overall and is the single most trusted medicine brand.
- 6. Gap is converting revived cultural relevance to growing trust:** The apparel brand gained the 12th most trust year-over-year, leveraging clever marketing and product design to be in the right place as broader cultural shifts unfold.
- 7. Hill's and PetSmart lead the rise in pet care trust:** Two of the most prominent brands in the pet category posted meaningful trust gains in 2026, at the same moment pet ownership is at an all-time high.
- 8. Google sits atop the tech world when it comes to trust:** Google is the third Most Trusted Brand and the top tech brand. Gemini is 8th biggest trust riser, a testament to Google's strong halo effect given broader AI distrust.
- 9. AI is one of the least trusted categories:** Despite a breakout year in adoption, seven of the ten largest AI brands lost trust year-over-year.
- 10. Roblox's trust plummeted amid scandals, especially with the audience that matters most:** parents. Roblox lost the second most trust of any brand tracked by Morning Consult this year.

# Why Trust Matters

Trust is one of the most reliable signals of overall brand health we measure. It correlates more closely with favorability and value than any of the other nine core metrics we track and is also one of the best indicators of purchasing consideration.

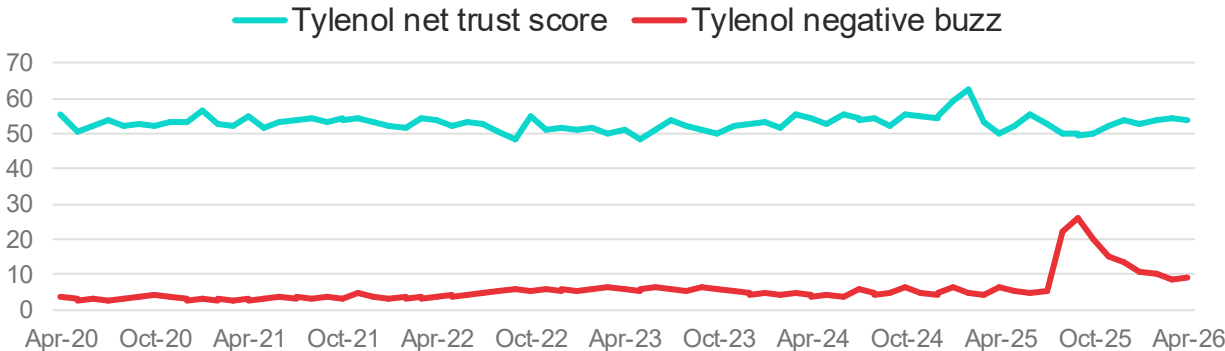
What this means in practical terms is that trust doesn't move alone. Brands that earn it tend to be favored, valued, admired, and considered. Brands that lose it lose those things in concert. In this sense, trust provides a clear read on how a brand is doing across the dimension that matters.

More than that, trust is essential to making a brand's position durable. Our data shows that achieving a high level of trust takes years – often decades – of repeated positive interactions. But once secured, trust can help brands weather storms.

## The value of trust in one chart: Tylenol and Trump

Last fall, President Trump used a White House press conference to link Tylenol to autism and urged pregnant women to avoid it. This was a direct assault on the brand's core safety positioning from one of the most prominent voices in the country.

The share who reported seeing negative news about Tylenol spiked to a level five times higher than Morning Consult had previously measured. Trust barely budged:



In our Most Trusted Brands report last year, Tylenol ranked 4th. This year, still in the direct aftermath of this brand crisis, Tylenol landed at 19th and remains the single most trusted medicine. While that kind of drop-off may otherwise be concerning, it is a clear signal of strength for the brand in this environment – and a testament to what decades of built-up trust can provide for brands when they need it most.

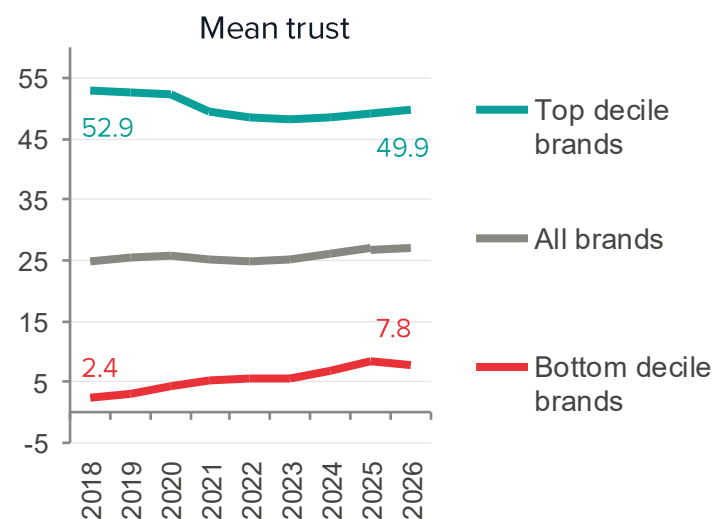
# What a decade of trust data tells us

Morning Consult Brand Intelligence has tracked consumer trust in nearly 600 brands continuously since 2018. What can we learn from this data?

**Brand trust is holding up in a low trust era.** The average net trust score across these brands stands at 27.1 in 2026 — the highest point in the nine-year series. That stability is striking given the period in question. Americans have lived through a pandemic, a wave of social movements, an upheaval in news delivery, persistent inflation, and a steady erosion of confidence in major institutions. Against that backdrop, the fact that trust in consumer brands has not just held but slowly improved is notable.

## But the shape of trust has changed:

The topline average conceals a steady compression of the trust distribution. The brands that sat at the top of the field in 2018 have lost an average of 3 points of net trust, while the brands that sat at the bottom have gained more than 5. More brands than ever are clustered in the middle of the field, and fewer occupy the rarefied air of true leadership.



**The practical effect is a landscape that is more crowded** and competitive: easier to enter the mid-tier, harder to rise above it. Put differently, trust is becoming a less differentiated asset, even as it remains vital to brand equity.

**Why is the top falling and the bottom rising?** More than half of the top-decile decline happened in a single year, 2020 to 2021, indicating a pandemic-era reset of how Americans evaluated large incumbents, rather than slow secular decay. The bottom-decile rise has been more gradual. Many of the brands at the bottom in 2018 were not actively disliked so much as thinly held, and their gains reflect rising familiarity. The result isn't a clean generational handoff or a single causal mechanism, but a reflection of subtle long-term shifts in consumer trust.

**Trust is a slow-moving asset.** The more humbling reality is how little trust actually moves. Two-thirds of brands moved less than 5 points across the entire window. Year over year, the typical brand shifts by less than 1.5 points. The landscape is changing, but the underlying lesson is the same one it has always been: trust accumulates slowly and rewards the brands willing to invest in it consistently.

2.

# Overall Winners



# The Most Trusted Brands

Highest net trust score among all adults

RANK	BRAND	TRUST	YOY	RANK	BRAND	TRUST	YOY
01	<b>Dawn Dish Soap</b>	60.4	<b>+0.6</b>	13	<b>Mr. Clean</b>	54.3	<b>+2.0</b>
02	<b>BAND-AID</b>	59.4	<b>+0.7</b>	13	<b>YouTube</b>	54.3	<b>+1.6</b>
03	<b>Google</b>	57.4	<b>+2.0</b>	13	<b>Amazon</b>	54.3	<b>+1.1</b>
04	<b>Dove</b>	57.3	<b>+2.2</b>	17	<b>FedEx</b>	54.2	<b>+1.9</b>
04	<b>PayPal</b>	57.3	<b>+5.6</b>	17	<b>Lysol</b>	54.2	<b>+1.8</b>
06	<b>The Weather Channel</b>	56.9	<b>+4.0</b>	19	<b>Tylenol</b>	54.0	<b>-1.7</b>
07	<b>Heinz Ketchup</b>	56.4	<b>+3.1</b>	20	<b>Duracell</b>	53.9	<b>+1.7</b>
08	<b>UPS</b>	56.3	<b>-0.8</b>	21	<b>Ora-B</b>	53.7	<b>-1.4</b>
09	<b>Hershey's</b>	56.1	<b>+1.6</b>	22	<b>Clorox</b>	53.6	<b>-1.3</b>
09	<b>Kleenex</b>	56.1	<b>+1.4</b>	23	<b>M&amp;M's</b>	53.4	<b>+0.2</b>
11	<b>Colgate</b>	54.9	<b>+2.1</b>	24	<b>Doritos</b>	53.2	<b>+6.0</b>
12	<b>Cheerios</b>	54.4	<b>+4.2</b>	25	<b>Home Depot</b>	53.0	<b>-0.2</b>
13	<b>Tide Detergent</b>	54.3	<b>+2.9</b>	25	<b>Visa</b>	53.0	<b>+0.5</b>

# Category Winners

Highest net trust score by category

CATEGORY	BRAND	TRUST	CATEGORY	BRAND	TRUST
Airline	<b>Delta</b>	33.2	Household Product	<b>Dawn Dish Soap</b>	60.4
Apparel	<b>Levi's</b>	48.5	Insurance	<b>AAA Insurance</b>	37.0
Artificial Intelligence	<b>Alexa+</b>	21.9	Insurance (Health)	<b>Blue Cross Blue Shield</b>	36.5
Auto	<b>Chevrolet</b>	42.9	Luxury Apparel and Accessories	<b>Rolex</b>	26.1
Auto Service	<b>AutoZone</b>	50.7	Medicine	<b>Tylenol</b>	54.0
Bank	<b>Chase</b>	33.4	Mobile & Internet	<b>T-Mobile</b>	38.0
Beer	<b>Heineken</b>	24.2	Oil and Gas	<b>Shell</b>	29.6
Beverage	<b>Sprite</b>	51.0	Personal Care	<b>Dove</b>	57.3
Car Rental	<b>Enterprise</b>	33.2	Pet Store	<b>PetSmart</b>	51.5
Convenience Store	<b>7-Eleven</b>	43.4	Pharmacy	<b>Walgreens</b>	50.8
Cosmetic & Beauty	<b>Bath &amp; Body Works</b>	48.9	Restaurant	<b>Dairy Queen</b>	51.7
Electronics	<b>Sony</b>	48.9	Retail & E-Commerce	<b>Amazon</b>	54.3
Enterprise Software	<b>Zoom</b>	32.3	Shipping and Logistics	<b>UPS</b>	56.3
Financial Services	<b>PayPal</b>	57.3	Social Media	<b>Pinterest</b>	31.3
Food	<b>Heinz Ketchup</b>	56.4	Sports Betting	<b>FanDuel</b>	6.0
Grocery Store	<b>Aldi</b>	47.5	Sports Leagues	<b>MLB</b>	35.5
Home Improvement	<b>Home Depot</b>	53.0	Streaming & Video	<b>YouTube</b>	54.3
Hotel	<b>Holiday Inn</b>	37.0	Tech	<b>Google</b>	57.4

# The Biggest Trust Risers

Largest year-over-year net trust gain

RANK	BRAND	TRUST	SHIFT	RANK	BRAND	TRUST	SHIFT
01	<b>Mr. Pibb</b>	23.9	<b>+13.7</b>	14	<b>SoFi</b>	23.3	<b>+5.9</b>
02	<b>Hill's Pet Nutrition</b>	23.7	<b>+10.6</b>	15	<b>Baskin-Robbins</b>	45.1	<b>+5.8</b>
03	<b>Lunchables</b>	38.9	<b>+7.1</b>	16	<b>Oscar Mayer</b>	42.7	<b>+5.8</b>
04	<b>PetSmart</b>	51.5	<b>+6.7</b>	17	<b>Capri Sun</b>	42.0	<b>+5.8</b>
05	<b>Poppi</b>	21.3	<b>+6.5</b>	18	<b>Hot Wheels</b>	40.9	<b>+5.8</b>
06	<b>Marlboro</b>	-8.2	<b>+6.4</b>	19	<b>PayPal</b>	57.3	<b>+5.6</b>
07	<b>Propel</b>	33.5	<b>+6.3</b>	20	<b>TUMS</b>	43.0	<b>+5.5</b>
08	<b>Gemini</b>	21.7	<b>+6.2</b>	21	<b>Brisk Iced Tea</b>	41.7	<b>+5.5</b>
09	<b>JBL</b>	30.9	<b>+6.1</b>	22	<b>Clif Bar</b>	24.8	<b>+5.5</b>
10	<b>Doritos</b>	53.2	<b>+6.0</b>	23	<b>Sprite</b>	51.0	<b>+5.4</b>
11	<b>Cap'n Crunch</b>	36.5	<b>+6.0</b>	24	<b>Experian</b>	36.3	<b>+5.4</b>
12	<b>Wikipedia</b>	38.9	<b>+5.9</b>	25	<b>Jared Jewelers</b>	22.3	<b>+5.4</b>
13	<b>Gap</b>	34.2	<b>+5.9</b>				

3.

# Audience Winners

# Most Trusted Brands: Gen Z



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>YouTube</b>	49.1
02	<b>Dawn Dish Soap</b>	49.0
03	<b>Dove Soap</b>	47.7
04	<b>Costco</b>	46.9
05	<b>PayPal</b>	46.4
06	<b>Sprite</b>	45.8
07	<b>Google</b>	45.6
08	<b>Colgate</b>	45.0
09	<b>Doritos</b>	44.6
10	<b>Cheerios</b>	43.9
11	<b>Gatorade</b>	43.4
12	<b>Nike</b>	42.3
13	<b>Domino's</b>	42.2
14	<b>CeraVe</b>	42.1
15	<b>PetSmart</b>	41.9



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>TikTok</b>	23.0	+15.4
<b>Crocs</b>	40.4	+9.1
<b>CapCut</b>	21.5	+8.8
<b>Fenty Beauty</b>	21.9	+8.4
<b>Philip Morris</b>	2.4	+8.3
<b>Jarritos</b>	22.8	+8.2
<b>Duolingo</b>	24.6	+8.1
<b>WWE</b>	15.4	+8.0
<b>Aquaphor</b>	33.2	+7.6
<b>Fortnite</b>	18.1	+7.2



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>5 Hour Energy</b>	12.5	+16.0
<b>Barefoot Wines</b>	15.8	+12.9
<b>PetSmart</b>	41.9	+12.8
<b>Sun Tracker</b>	9.2	+11.9
<b>JBL</b>	34.5	+11.8



**Costco** might not be immediately associated with Gen Z, but the retail stalwart known for great deals and a responsible corporate culture is offering a template for winning young consumers.

# Most Trusted Brands: Millennials



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>PayPal</b>	58.9
02	<b>Dove</b>	58.4
03	<b>Doritos</b>	57.0
03	<b>Google</b>	57.0
05	<b>YouTube</b>	55.4
06	<b>BAND-AID</b>	54.5
07	<b>The Weather Channel</b>	53.5
07	<b>Dawn Dish Soap</b>	53.5
09	<b>Oral-B</b>	53.4
09	<b>Mr. Clean</b>	53.4
11	<b>Gatorade</b>	53.1
12	<b>Nike</b>	52.8
13	<b>Domino's</b>	52.5
14	<b>Roku</b>	52.4
15	<b>Pizza Hut</b>	52.2
15	<b>Cheerios</b>	52.2



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Bitcoin</b>	12.0	+15.9
<b>Marlboro</b>	7.0	+15.1
<b>Red Bull</b>	32.1	+13.7
<b>Twitter</b>	13.8	+13.2
<b>TikTok</b>	19.4	+11.9
<b>Meta AI</b>	22.2	+11.8
<b>Monster Energy</b>	21.8	+11.7
<b>Supreme</b>	22.6	+11.6
<b>Botox</b>	4.4	+11.5
<b>Call of Duty</b>	26.0	+11.1
<b>Los Angeles Times</b>	21.9	+11.1
<b>DraftKings</b>	17.0	+11.1



**Bitcoin** leads Millennials' Standouts with a +15.9 over-index, joined by Twitter, TikTok, and Meta AI — signaling relative openness to digital-first brands older cohorts shun.



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	27.3	+12.7
<b>Yoplait</b>	48.7	+12.6
<b>Lunchables</b>	46.3	+12.2
<b>Welch's</b>	51.1	+11.7
<b>Marlboro</b>	6.9	+11.5

# Most Trusted Brands: Gen X



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>BAND-AID</b>	68.2
02	<b>Tide Detergent</b>	67.4
03	<b>Lysol</b>	65.0
04	<b>Kleenex</b>	64.9
05	<b>Google</b>	64.8
06	<b>Heinz Ketchup</b>	64.5
07	<b>Hershey's</b>	63.9
08	<b>PayPal</b>	63.6
09	<b>Energizer</b>	63.5
09	<b>Dawn Dish Soap</b>	63.5
11	<b>Dove</b>	62.8
12	<b>UPS</b>	62.0
12	<b>Clorox</b>	62.0
14	<b>Lay's</b>	61.6
15	<b>Kellogg's</b>	60.3



**Tide Detergent** appearing high on Gen X's standouts is notable given how strong baseline trust is: Tide is the 13<sup>th</sup> Most Trusted Brand overall.



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Igloo</b>	44.5	+15.7
<b>Breyer's Ice Cream</b>	59.0	+14.0
<b>Bush's Beans</b>	56.6	+13.4
<b>Tide Detergent</b>	67.4	+13.1
<b>BLACK+DECKER</b>	53.1	+12.8
<b>Energizer</b>	63.5	+12.7
<b>Borden Dairy</b>	41.8	+12.7
<b>Kraft</b>	56.7	+11.9
<b>Stouffer's</b>	51.5	+11.5
<b>Lipton</b>	57.5	+11.2



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	29.2	+16.9
<b>Olive Garden</b>	54.4	+12.9
<b>Lay's</b>	61.6	+12.4
<b>Rockstar Energy Drink</b>	21.7	+12.4
<b>Circle K</b>	46.6	+12.2
<b>Hill's Pet Nutrition</b>	28.1	+12.2

# Most Trusted Brands: Boomers



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>Dawn Dish Soap</b>	73.5
02	<b>Hershey's</b>	71.8
03	<b>BAND-AID</b>	70.3
04	<b>Ace Hardware</b>	69.1
05	<b>UPS</b>	69.0
06	<b>FedEx</b>	68.8
07	<b>The Weather Channel</b>	68.2
07	<b>Heinz Ketchup</b>	68.2
07	<b>Ritz Crackers</b>	68.2
10	<b>Betty Crocker</b>	66.5
10	<b>Duracell</b>	66.5
12	<b>Pillsbury</b>	66.4
13	<b>M&amp;M's</b>	66.1
14	<b>Kellogg's</b>	65.5
15	<b>Kleenex</b>	65.3



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Procter &amp; Gamble</b>	58.1	+26.5
<b>Consumer Reports</b>	55.2	+23.2
<b>Maytag</b>	58.8	+21.8
<b>Ore-Ida</b>	57.6	+21.6
<b>Pillsbury</b>	66.4	+20.6
<b>Grey Poupon</b>	46.5	+20.6
<b>Green Giant</b>	63.4	+20.5
<b>Bayer</b>	55.3	+20.4
<b>Nabisco</b>	60.9	+19.7
<b>Stanley Black &amp; Decker</b>	54.2	+19.5
<b>Benjamin Moore</b>	43.4	+19.5



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	22.6	+16.2
<b>Suzuki Motorcycles</b>	30.6	+14.0
<b>Hill's Pet Nutrition</b>	31.0	+13.9
<b>Baskin Robbins</b>	61.1	+11.2
<b>Hot Wheels</b>	42.5	+10.5



**Procter & Gamble** leads Boomers' standouts with a +26.5 over-index, reflecting this generation's outsized familiarity with and affinity for legacy brands.

# Most Trusted Brands: Men



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>Heinz Ketchup</b>	58.0
02	<b>PayPal</b>	57.7
03	<b>Google</b>	56.4
04	<b>Hershey's</b>	56.3
05	<b>Kleenex</b>	55.4
06	<b>BAND-AID</b>	55.0
06	<b>Dawn Dish Soap</b>	55.0
08	<b>Duracell</b>	54.9
09	<b>YouTube</b>	54.8
09	<b>Dove Soap</b>	54.8
11	<b>FedEx</b>	54.5
11	<b>UPS</b>	54.5
13	<b>The Weather Channel</b>	54.2
14	<b>Colgate</b>	54.0
15	<b>Cheerios</b>	53.9



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>NFL</b>	45.8	+11.0
<b>Call of Duty</b>	25.3	+10.3
<b>Cisco Systems</b>	25.1	+8.8
<b>Dos Equis</b>	26.8	+8.7
<b>Men's Wearhouse</b>	34.9	+8.6
<b>Bridgestone</b>	38.6	+8.4
<b>Yuengling Brewery</b>	18.6	+8.2
<b>JBL</b>	38.9	+8.1
<b>SpaceX</b>	17.8	+8.1
<b>Heineken</b>	32.1	+8.0



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	24.9	+11.5
<b>Transformers</b>	26.9	+8.2
<b>Mike's Hard Lemonade</b>	27.4	+7.8
<b>Dos Equis</b>	26.8	+7.5
<b>Baskin Robbins</b>	44.2	+7.3
<b>Clif Bar</b>	27.4	+7.3



**Dos Equis** is the 4th highest over-indexing brand for men (+8.7) and one of the year's biggest trust risers (+7.5) — the only brand appearing in both lists.

# Most Trusted Brands: Women



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>Dawn Dish Soap</b>	65.5
02	<b>BAND-AID</b>	63.2
03	<b>Dove</b>	61.9
04	<b>The Weather Channel</b>	59.1
05	<b>Lysol</b>	59.0
06	<b>Bath &amp; Body Works</b>	58.7
07	<b>Google</b>	58.6
08	<b>UPS</b>	58.3
09	<b>Mr. Clean</b>	57.8
10	<b>Kleenex</b>	57.2
10	<b>PayPal</b>	57.2
12	<b>Tylenol</b>	57.1
13	<b>Clorox</b>	56.9
13	<b>Amazon</b>	56.9
15	<b>Colgate</b>	56.1
15	<b>Crayola</b>	56.1



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>e.l.f.</b>	36.8	+13.1
<b>Maybelline</b>	46.8	+12.4
<b>Olay</b>	50.4	+11.1
<b>CoverGirl</b>	40.9	+10.8
<b>L'Oréal</b>	46.6	+10.6
<b>ULTA Beauty</b>	40.8	+10.5
<b>Sally Beauty</b>	39.7	+10.4
<b>Burt's Bees</b>	52.2	+10.3
<b>Revlon</b>	40.7	+10.1
<b>Bath &amp; Body Works</b>	58.7	+9.8



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	22.9	+15.7
<b>Hill's Pet Nutrition</b>	25.5	+14.6
<b>SoFi</b>	23.2	+10.3
<b>Lunchables</b>	40.5	+10.0
<b>Marlboro</b>	-10.2	+9.7



**e.l.f.** leads a beauty-dominated standouts list that also includes Maybelline, Olay, CoverGirl, and L'Oréal in the top 5 over-indexing brands for women.

# Most Trusted Brands: Income Under \$50K



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>Dawn Dish Soap</b>	61.9
02	<b>PayPal</b>	58.2
03	<b>BAND-AID</b>	57.1
04	<b>Google</b>	56.3
05	<b>Heinz Ketchup</b>	56.0
06	<b>Dove</b>	54.6
07	<b>Kleenex</b>	54.5
08	<b>YouTube</b>	54.4
09	<b>UPS</b>	54.0
10	<b>Doritos</b>	53.8
11	<b>Hershey's</b>	53.7
12	<b>Walmart</b>	53.6
13	<b>M&amp;M's</b>	53.4
14	<b>The Weather Channel</b>	53.0
15	<b>Amazon</b>	52.9
15	<b>Cheerios</b>	52.9



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Marlboro</b>	-2.1	+6.0
<b>Facebook</b>	27.4	+4.9
<b>TikTok</b>	12.5	+4.9
<b>Golden Corral</b>	34.6	+4.7
<b>Family Dollar Stores</b>	49.0	+4.6
<b>Dollar General</b>	48.6	+4.2
<b>SHEIN</b>	14.2	+4.0
<b>Temu</b>	11.3	+4.0
<b>Little Caesars</b>	47.0	+3.7
<b>Lunchables</b>	42.3	+3.4
<b>Monster Energy</b>	13.5	+3.4



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Mr. Pibb</b>	23.7	+15.2
<b>Marlboro</b>	-2.1	+10.9
<b>Hill's Pet Nutrition</b>	18.9	+10.5
<b>Cap'n Crunch</b>	39.4	+8.1
<b>Gap</b>	30.6	+7.8
<b>Poppi</b>	18.0	+7.8



Temu and Shein's standout success signals rising trust in ultra-discount platforms among budget-constrained consumers. Dollar General and Family Dollar continue to maintain notably higher trust with this cohort.

# Most Trusted Brands: Income \$50K–\$100K



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>BAND-AID</b>	63.1
02	<b>Colgate</b>	60.4
03	<b>Dove</b>	60.2
04	<b>Oral-B</b>	59.8
05	<b>Hershey's</b>	59.7
06	<b>Dawn Dish Soap</b>	59.0
07	<b>The Weather Channel</b>	58.6
08	<b>Kleenex</b>	58.5
09	<b>Costco</b>	58.2
10	<b>Cheerios</b>	57.8
10	<b>UPS</b>	57.8
12	<b>Google</b>	57.4
13	<b>FedEx</b>	57.1
14	<b>Duracell</b>	56.6
15	<b>Tide Detergent</b>	56.5
15	<b>Home Depot</b>	56.5



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Experian</b>	46.1	+9.8
<b>Canon</b>	39.8	+9.7
<b>Tampax</b>	37.7	+8.8
<b>Kirkland Signature</b>	39.8	+8.6
<b>Colgate-Palmolive</b>	50.0	+8.1
<b>Panda Express</b>	45.8	+8.0
<b>Cartier</b>	26.6	+7.7
<b>Consumer Reports</b>	39.5	+7.6
<b>Cadillac</b>	36.9	+7.6
<b>Priceline.com</b>	33.2	+7.6



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Experian</b>	46.1	+14.0
<b>Mr. Pibb</b>	23.7	+11.0
<b>Hill's Pet Nutrition</b>	28.4	+10.7
<b>Lunchables</b>	40.6	+10.5
<b>PetSmart</b>	55.1	+10.3



**Experian** appears at the top of both the biggest risers and standouts for middle-income earners — the only brand on both lists.

# Most Trusted Brands: Income \$100K+



## OVERALL WINNERS

Highest trust score

RANK	BRAND	TRUST
01	<b>The Weather Channel</b>	67.0
02	<b>Costco</b>	65.3
03	<b>Dove Soap</b>	64.1
04	<b>Visa</b>	62.4
05	<b>Vaseline</b>	62.2
06	<b>Heinz Ketchup</b>	61.5
07	<b>Duracell</b>	61.1
08	<b>BAND-AID</b>	60.9
09	<b>UPS</b>	60.7
10	<b>Google</b>	60.6
11	<b>Lysol</b>	60.5
12	<b>Lowe's</b>	60.2
12	<b>Home Depot</b>	60.2
14	<b>Listerine</b>	59.8
15	<b>Trader Joe's</b>	59.7

### TRADER JOE'S

Trader Joe's and Costco's high trust with high earners demonstrates how deal-minded shopping carries value even among those with more to spend on premium goods.



## STANDOUTS

Highest over-index vs. comparison set

BRAND	TRUST	DIFF
<b>Audi</b>	54.4	+24.6
<b>Bloomberg</b>	35.6	+23.1
<b>Vanguard</b>	41.8	+22.8
<b>Citi</b>	44.1	+22.1
<b>Fidelity Investments</b>	47.0	+21.8
<b>Kohler</b>	49.4	+21.0
<b>DSW</b>	39.8	+20.8
<b>JW Marriott</b>	44.6	+20.5
<b>Intel</b>	50.5	+20.3
<b>Farmers Insurance</b>	46.0	+20.3



## BIGGEST RISERS

Largest period-over-period trust gain

BRAND	TRUST	SHIFT
<b>Domino's</b>	52.8	+18.6
<b>Kool-Aid</b>	43.6	+18.0
<b>IHOP</b>	49.9	+17.7
<b>Bloomberg</b>	35.6	+16.9
<b>Tommy Hilfiger</b>	41.8	+16.0

4.

# The Trends Driving Trust

# Gen Z's Continued Trust Deficit

A 2024 Morning Consult analysis found that 95% of consumer brands tracked scored lower on net trust with Gen Z than with all U.S. adults — a finding that cut across every major industry. The core diagnosis was structural: Gen Z's default orientation toward corporate brands is more skeptical, driven by broader institutional distrust and a social media environment that amplifies negative brand stories.

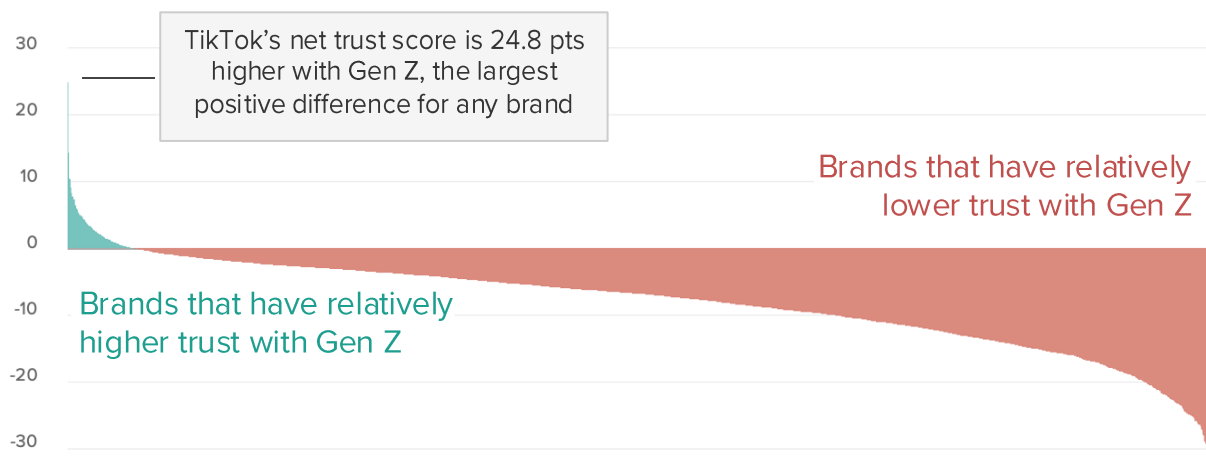
That picture has barely changed. In 2026, 94% of the brands tracked score lower on net trust with Gen Z — essentially unchanged from the prior year. On average, Gen Z's net trust score sits 8 points below the general adult population, a gap that has proven stubborn even as the oldest Gen Z consumers move into their late 20s and theoretically deepen their brand relationships.

There is one encouraging signal. The share of brands scoring 10 or more points lower with Gen Z fell from 43% in 2024 to 33% in 2025. The gap remains near-universal, but its severity appears to be easing at the margin — consistent with what you'd expect as Gen Z accumulates more direct experience with brands over time.

The widest gaps belong to legacy consumer goods: Nabisco, General Mills, Kraft, Charmin, and Pepperidge Farm all score 27–34 points lower with Gen Z. This isn't active distrust — most still have positive scores with younger consumers. It's that older adults have had decades to build these relationships, and Gen Z simply hasn't.

## 94% of brands have lower trust ratings with Gen Z compared to all adults

Each line represents the difference in net trust between Gen Z adults and all adults for a given brand.

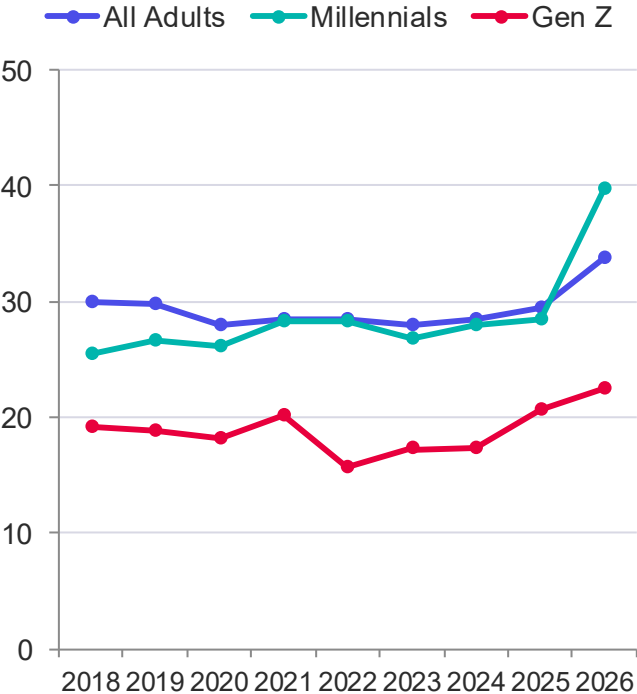


# Gap is converting revived cultural relevance into growing trust and commercial intent

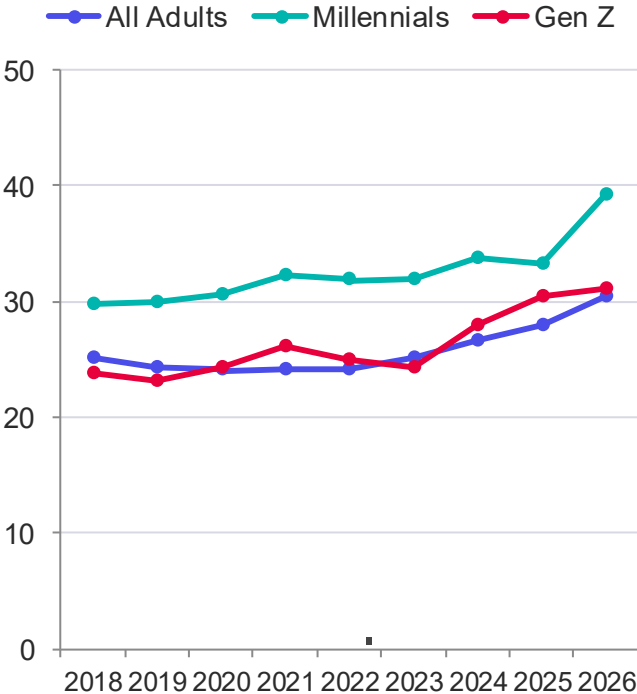
Gap has recently become a go-to case study in modern brand building, leveraging clever marketing and product design to position itself in the right place as broader cultural shifts unfold. After appointing designer Zac Posen as creative director in early 2024 and subsequently launching GapStudio, a premium capsule line anchored in denim heritage, Gap has leaned heavily into popular Y2K aesthetics. These efforts have put the brand back into cultural conversation in a way it hadn't been for years.

Morning Consult data provides evidence that Gap is converting this revived cool factor into the more durable currency of trust. Gap ranks 12<sup>th</sup> in trust gainers across all brands tracked in 2026, rising 5.9 points year-over-year to a net trust score of +34.2, with Millennials (and Gen Z to a lesser extent) acting as the driving force.

Gap net trust



Gap purchasing consideration (%)



Purchasing consideration is moving in step with trust. The share of Millennials considering a Gap purchase rose 6.1 points year-over-year to 39.3%, closely mirroring the trust trajectory and demonstrating how the brand's cultural re-entry is translating into real commercial intent. Gen Z's trust deficit should not be taken as anything Gap-specific, as we detailed previously in this section.

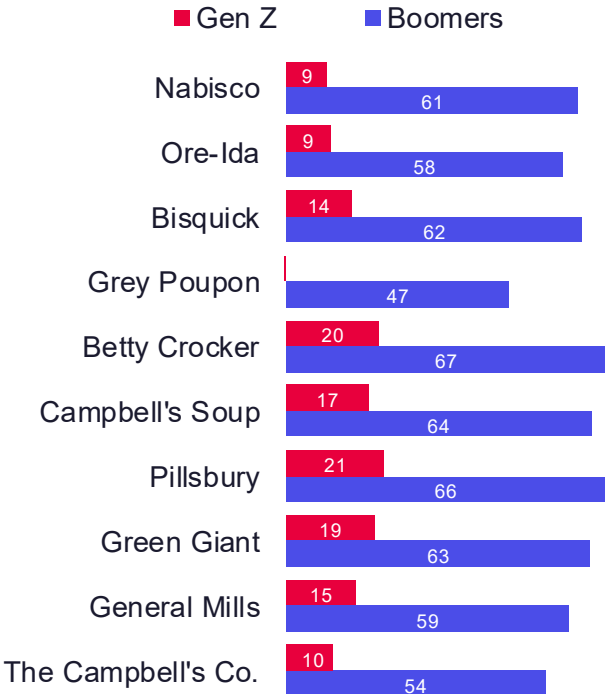
# Certain brands are notably reliant on an aging population

The brands most exposed to generational trust attrition are American pantry staples that have earned some of the highest net trust scores. Betty Crocker, Pillsbury, and Campbell's Soup all score in the mid-to-upper 60s with Boomers. The problem is that their Gen Z scores sit 45 to 50 points lower.

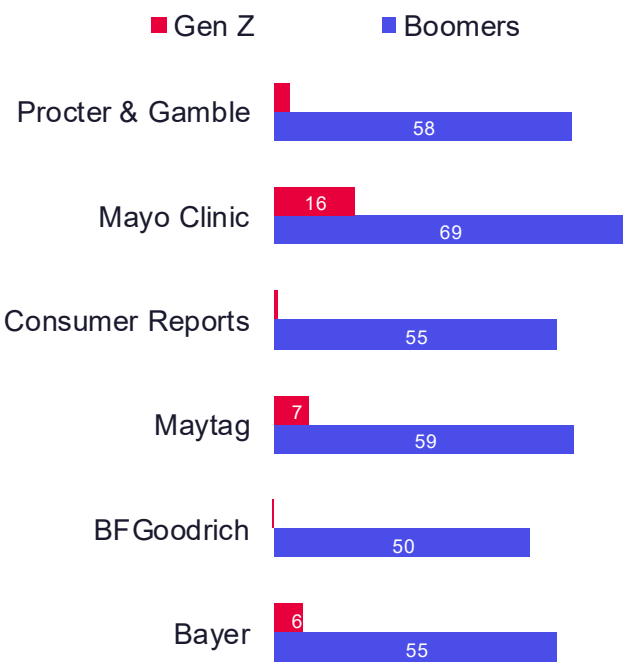
The gap isn't necessarily the result of anything these brands did wrong. It reflects a simple reality: trust is built through years of repeated, positive exposure, and Gen Z hasn't had it yet. Boomers grew up with these brands on their kitchen counters and dinner tables, but the consumer pipeline has changed dramatically.

The exposure problem runs deeper than food, though that is the most exposed category. Procter & Gamble scores +58 with Boomers and under 3 with Gen Z. Maytag, Consumer Reports, and Bayer follow the same pattern. What these brands share is a consumer relationship that was built through decades of habitual, everyday use—the kind of relationship that doesn't form quickly, and that younger consumers simply haven't developed.

Gap in net trust (Food and beverage)



Gap in net trust (other)

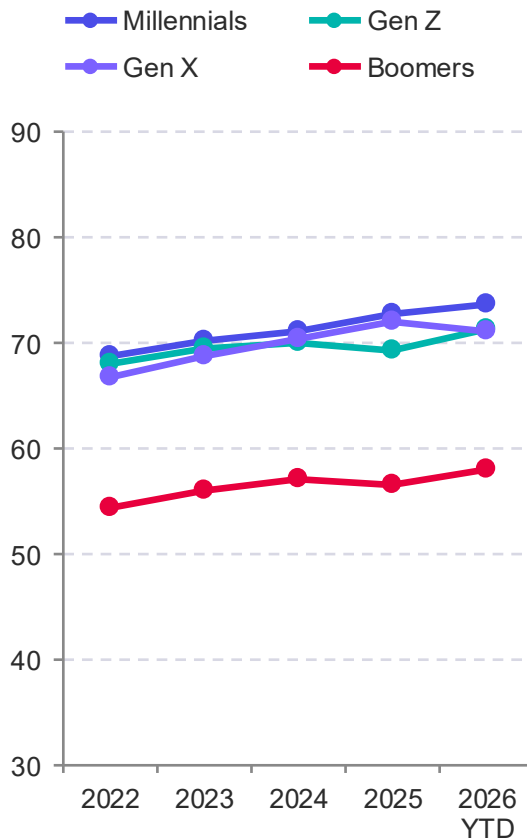


# Rising pet ownership coincides with net trust rising in major pet brands

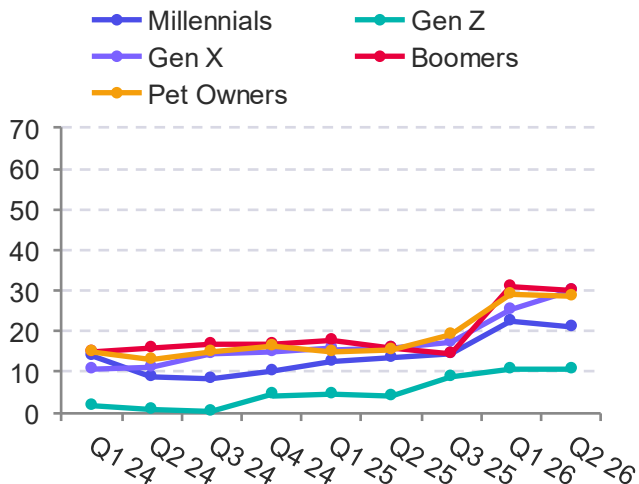
Two of the most prominent brands in the pet category posted meaningful trust gains in 2026, at the same moment that pet ownership in the United States is at an all-time high. Hill's Pet Nutrition gained 10.6 points year-over-year among all adults — the second-largest gain of any brand in this year's dataset. PetSmart gained 6.7 points over the same period. Both moves happened across multiple demographic segments simultaneously, signifying a category tailwind rather than a brand-specific event.

Morning Consult tracking shows pet ownership has risen from 63% of U.S. adults in 2022 to 68% in 2026 — a 5-point gain in four years with no sign of plateauing. Millennials are the most pet-owning generation at 74%, followed closely by Gen Z at 71% and Gen X at 71%. As millions of households enter the category, they are forming first impressions of brands they had no prior relationship with — and both Hill's and PetSmart appear to be winning those introductions.

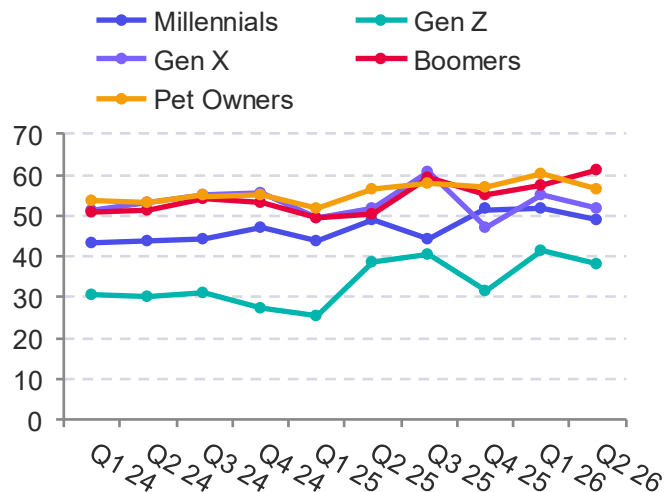
Pet Ownership by Generation



Hill's Pet Nutrition Net Trust



PetSmart Net Trust



# Roblox lost the second most trust of any brand this year amid scandals

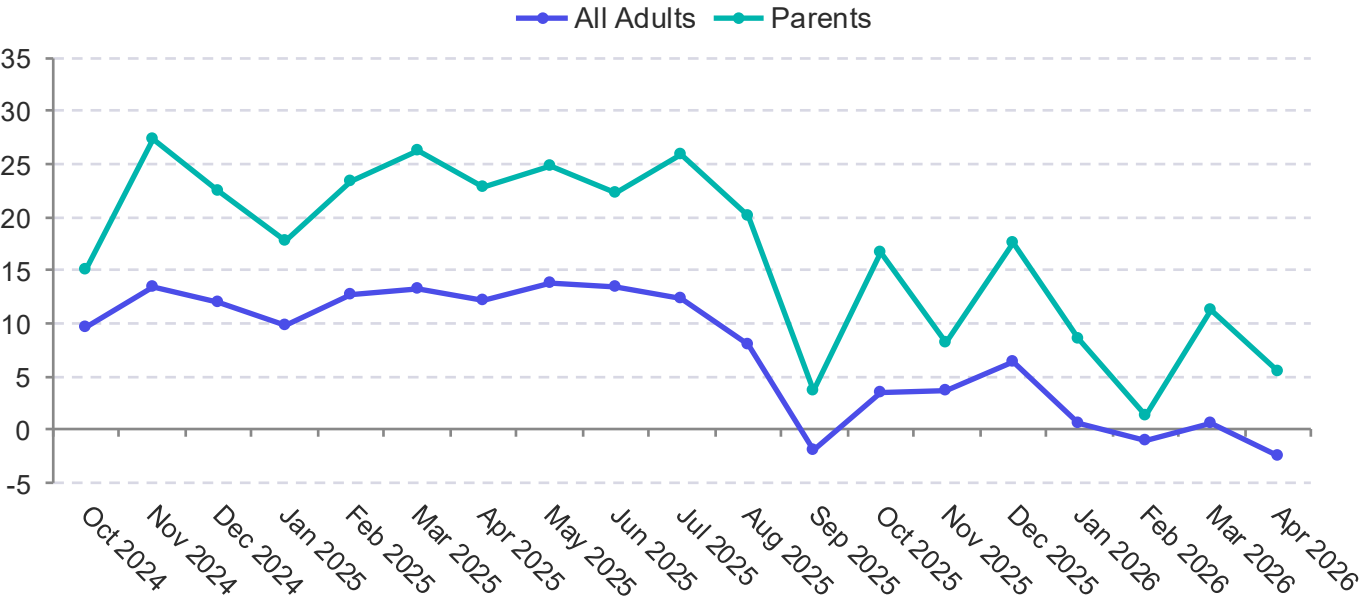
While this study primarily looks at the brands that have earned trust, it's also instructive to evaluate the brands that are struggling. The gaming platform Roblox lost the second-most trust of any brand tracked from 2025 to 2026.

Roblox entered late 2024 with net trust scores in the low-to-mid teens across most segments — modest but stable for a platform that skews heavily toward children. But trust collapsed in August and September 2025, when a cascade of child safety controversies hit in rapid succession.

In August 2025, Roblox banned a YouTuber who went by the handle Schlep, who was conducting a series of stings to expose alleged child predators on the platform. Roblox banned Schlep and sent him a cease and desist letter, citing Terms of Service violations — a move that drew intense backlash and media scrutiny. At the same time, a number of lawsuits have been filed against the platform concerning child safety.

Since then, trust has fallen across the board. But the most strategically significant damage landed with parents, who had previously been one of Roblox's strongest trust segments. Parents were the audience Roblox most needed to maintain confidence in a platform their children use daily, and they proved neither immune nor forgiving. Their scores have yet to recover to pre-crisis levels.

## Roblox lost trust with parents significantly



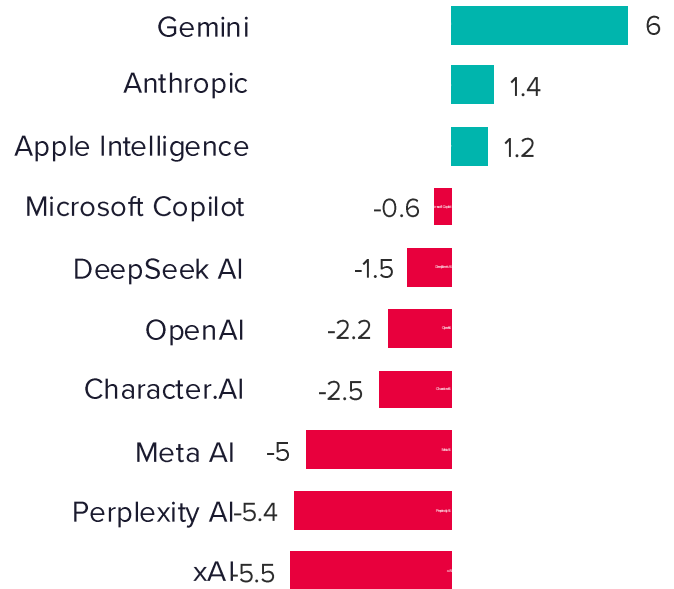
# AI is one of the least trusted categories

Despite a breakout year in consumer adoption, AI brands remain among the least trusted among the brands we track. The category average sits well below household staples, and most brands gave back ground in 2026 — seven of the ten major AI brands lost net trust year-over-year.

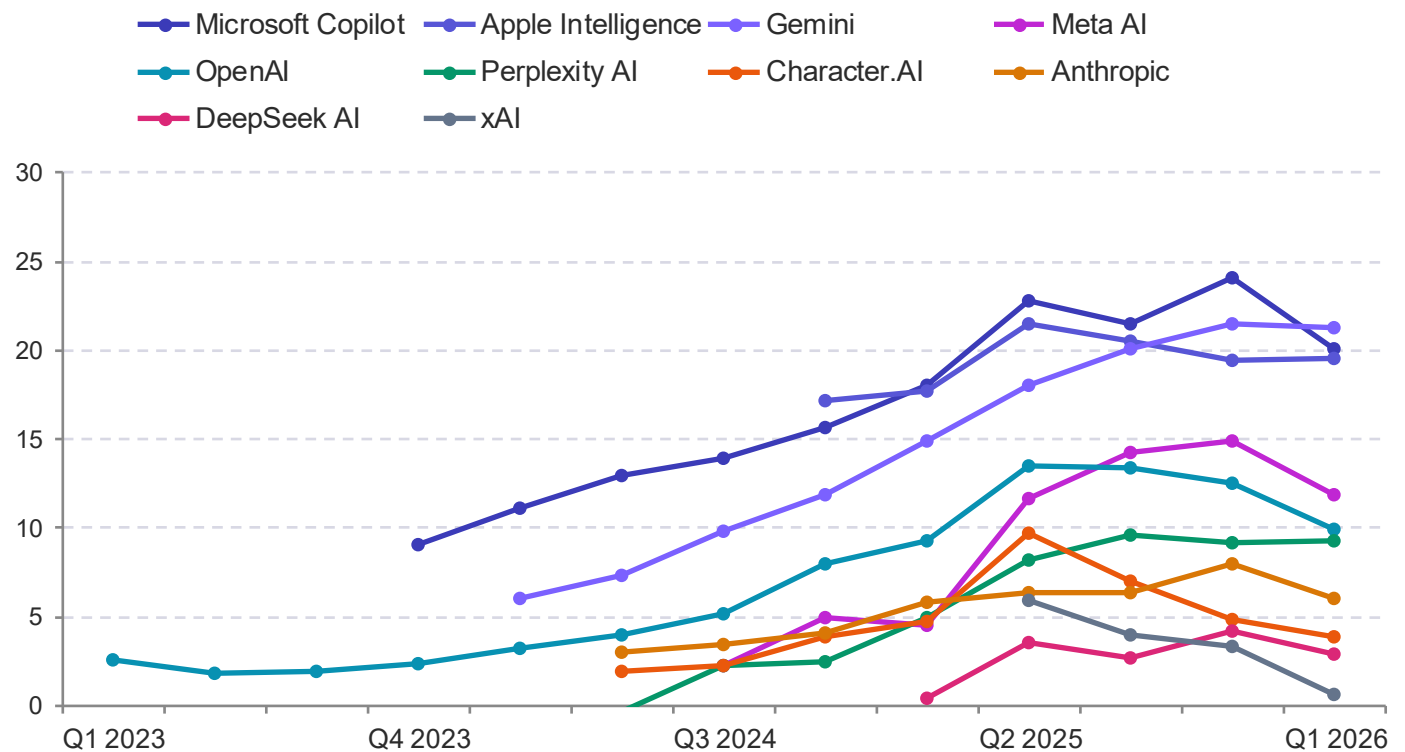
The one clear exception is Gemini, which posted a 6-point gain and now leads the category.

For more, you can [read our full report](#) on the AI trust landscape.

## Net Trust Change YoY

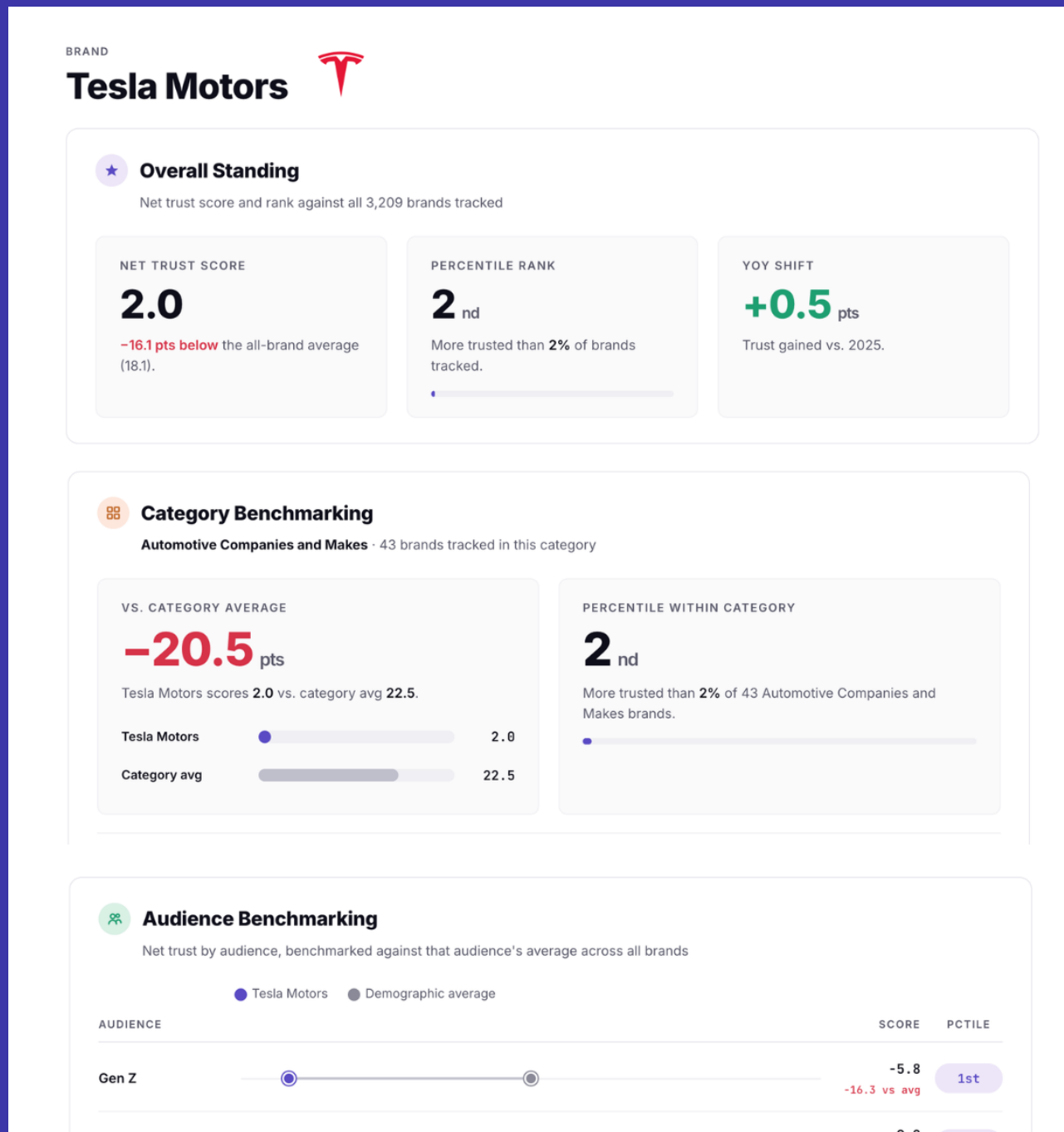


## Trust in Gemini is growing, but other brands are flatlining or declining



# Want to know how your brand stacks up?

Benchmark your brand's trust score against 3,200 other brands along with its category and audience positioning.



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