

YouGov®

GLOBAL



YouGov's Most Recommended Brands 2025

Discover the most recommended global brands among current customers, with country-specific deep dives for 10 key markets.

[/Research Reality](#)



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Foreword



“With consumer voices carrying more weight than ever, the strongest brands are built not just on visibility, but on trust, relevance, and advocacy. Recommendations have become one of the most powerful indicators of brand strength. Our Most Recommended Brands 2025 report reflects this.

Drawing on the real opinions of hundreds of thousands of people across the globe, it highlights the brands that are creating experiences worth sharing. Whether you’re a challenger brand on the rise or an established leader looking to stay ahead, YouGov’s report shows what drives customer loyalty today.”

Stephan Shakespeare

CEO and Founder, YouGov

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Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has 29 million registered members from 55+ markets.

Every day, our members share their realities with us – enabling true insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

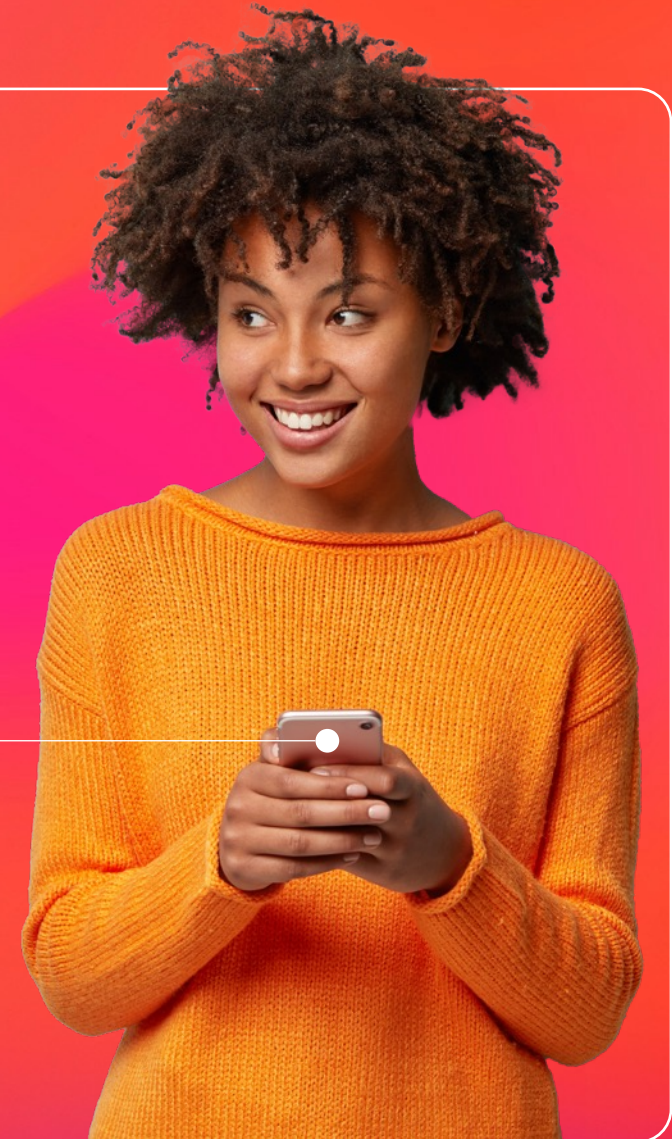
Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

This dedication to reflecting reality means we're cited as the most accurate online pollster regularly.

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29m.
registered
panel members

55+
markets

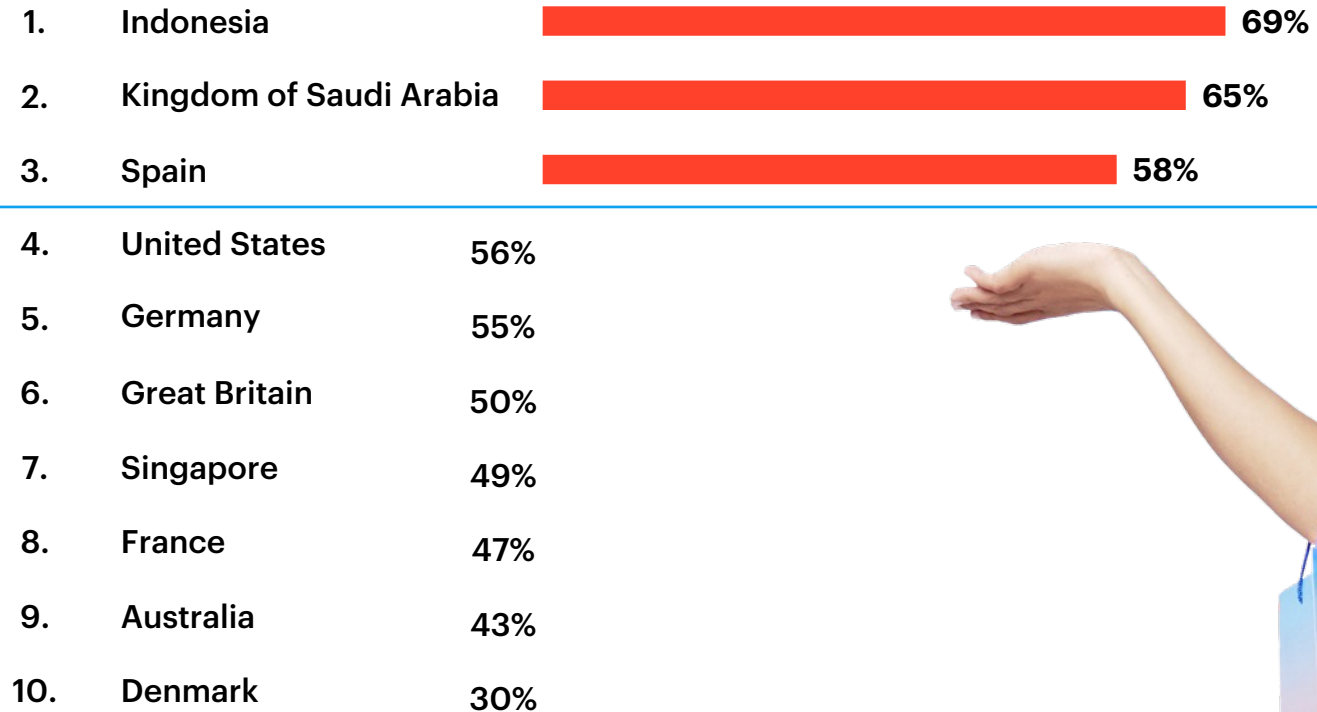


A woman with long blonde hair, wearing a light blue button-down shirt and dark pants, is standing in a clothing store. She is holding a large brown tote bag and looking at a dark, patterned garment hanging on a rack. The store has a modern aesthetic with wooden tables, hanging light bulbs, and large windows in the background. The text "Exploring global attitudes in 2025" is overlaid on the left side of the image.

Exploring global attitudes in 2025

Top recommenders

Agree: "I love recommending things for people to try."



Top recommenders

Agree: "I am more likely to recommend brands when I am a member of their loyalty program."

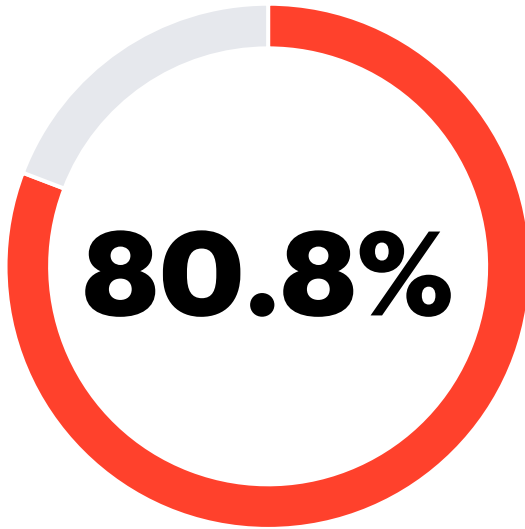
1.	Kingdom of Saudi Arabia	60%
2.	Indonesia	59%
3.	Singapore	49%
4.	United States	47%
5.	Spain	45%
6.	France	43%
7.	Great Britain	41%
8.	Australia	36%
9.	Germany	25%
10.	Denmark	17%



Top 10 recommended brands 2025



#10: Neutrogena



**Positive
Recommend
score**

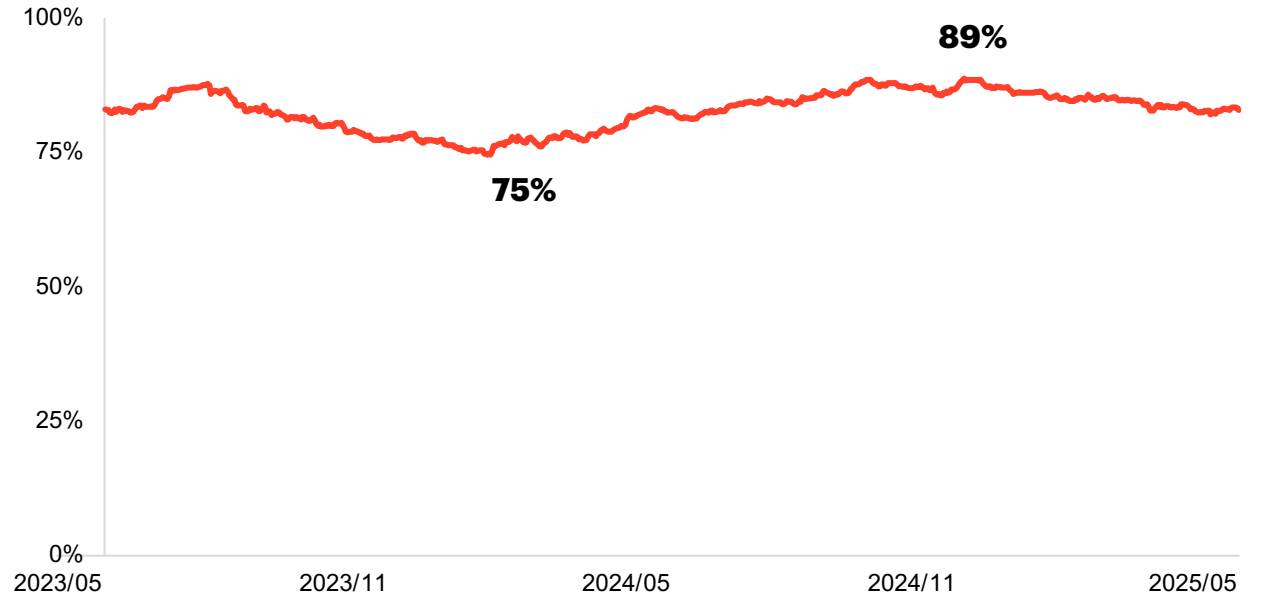


**Want a performance
snapshot for your brand?**

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YouGov BrandIndex, June 1, 2024 - May 31, 2025. Global weighted averages based on tracked markets. n> 8,500. Performance tracking analysis among Neutrogena current customers in United Arab Emirates; June 1, 2023 - May 31, 2025; Daily n> 150.

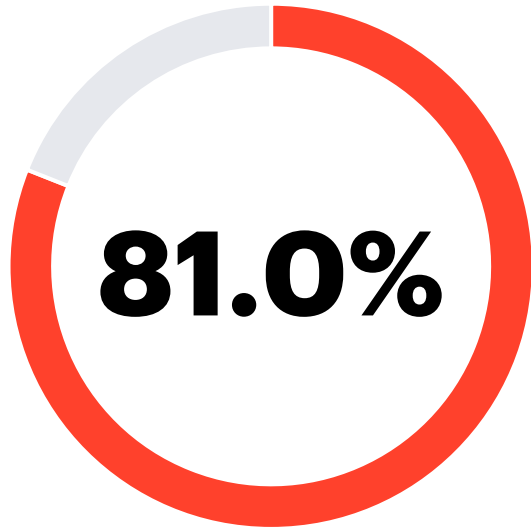
Top performing market with statistically significant growth



Additional high performing markets with statistically significant growth



#9: trivago



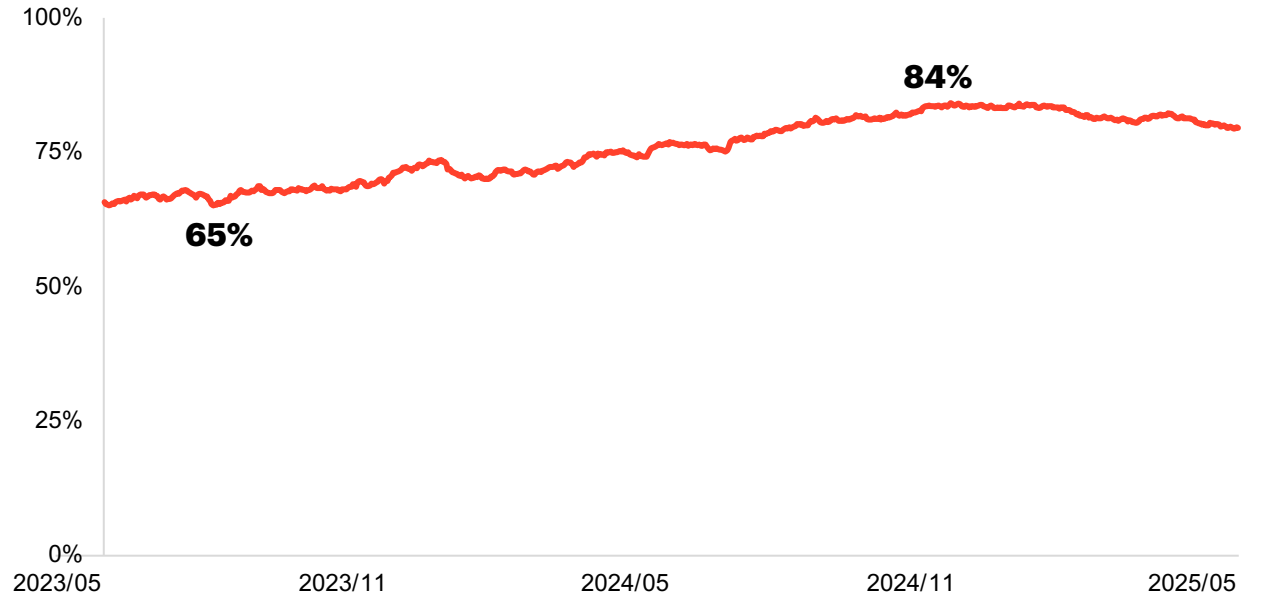
**Positive
Recommend
score**



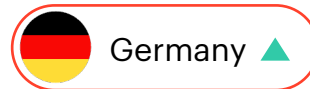
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Top performing market with statistically significant growth



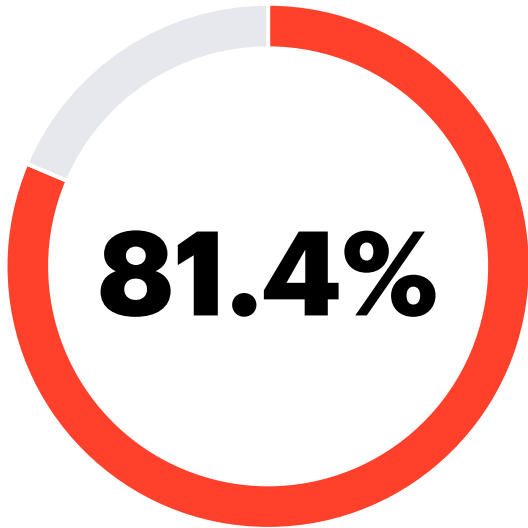
Additional high performing markets with statistically significant growth



YouGov BrandIndex, June 1, 2024 - May 31, 2025. Global weighted averages based on tracked markets. n> 9,300. Performance tracking analysis among trivago current customers in India; June 1, 2023 - May 31, 2025; Daily n> 250.

#8:

BMW

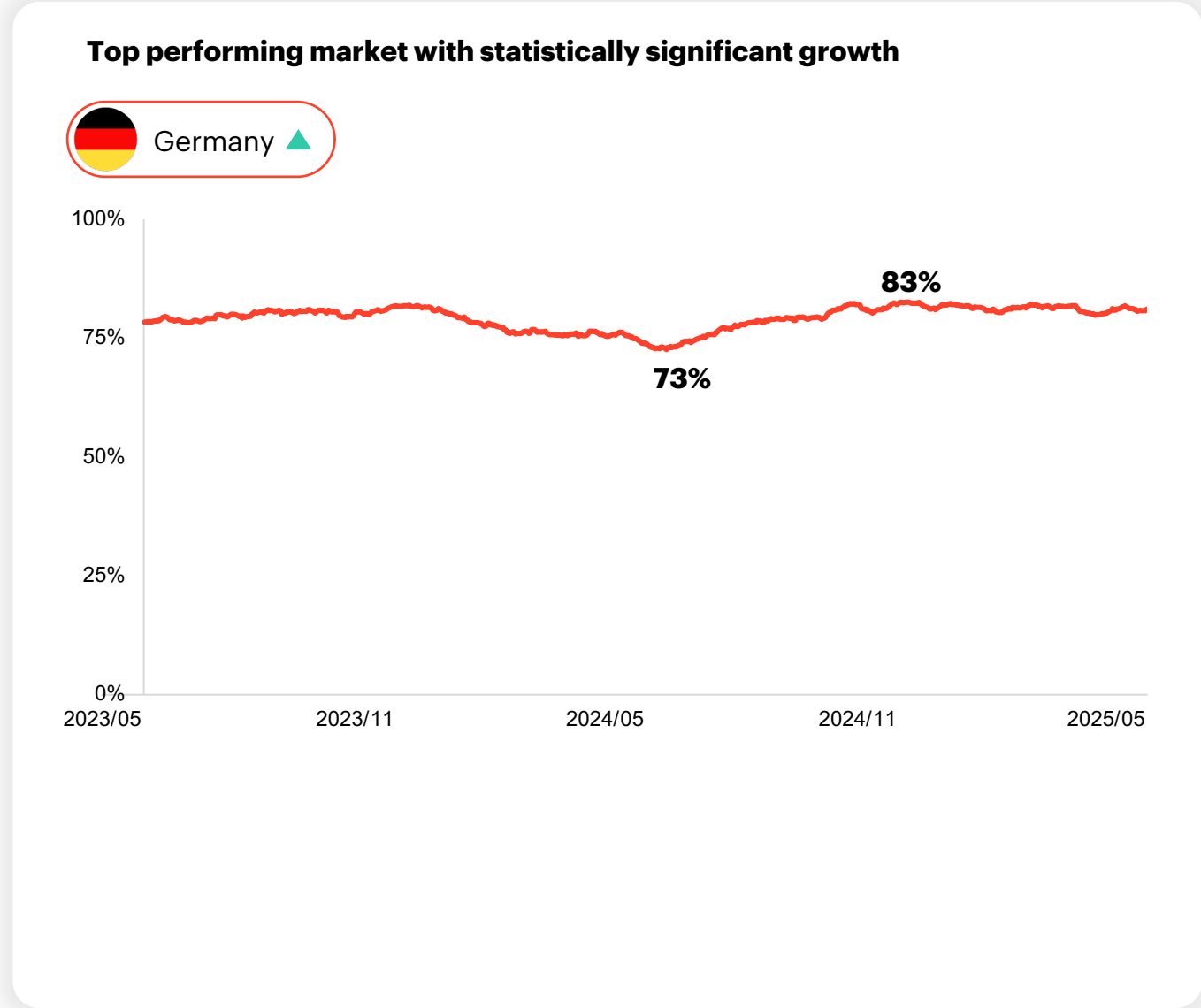


**Positive
Recommend
score**



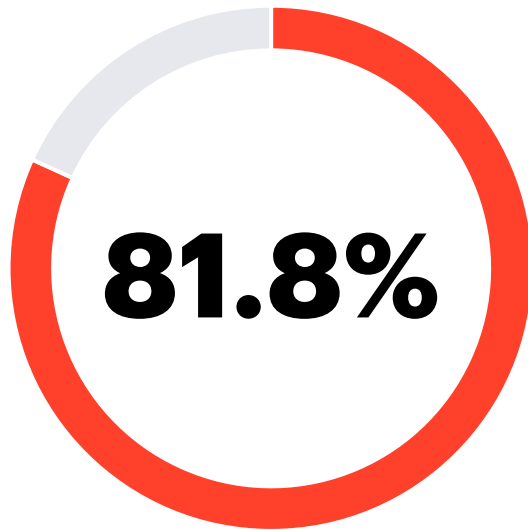
**Want a performance
snapshot for your brand?**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. Global weighted averages based on tracked markets. n> 9,600. Performance tracking analysis among BMW current customers in Germany; June 1, 2023 – May 31, 2025; Daily n> 650

#7: Mercedes-Benz



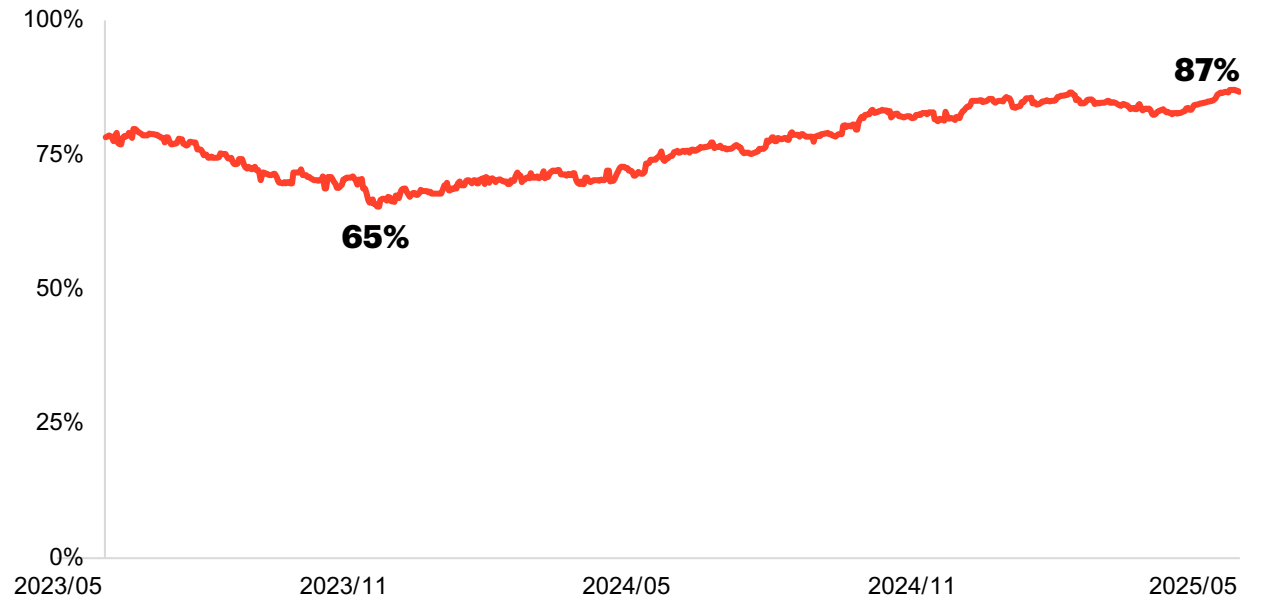
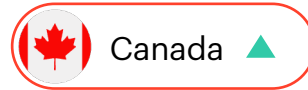
**Positive
Recommend
score**



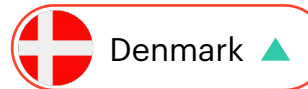
**Want a performance
snapshot for your brand?**

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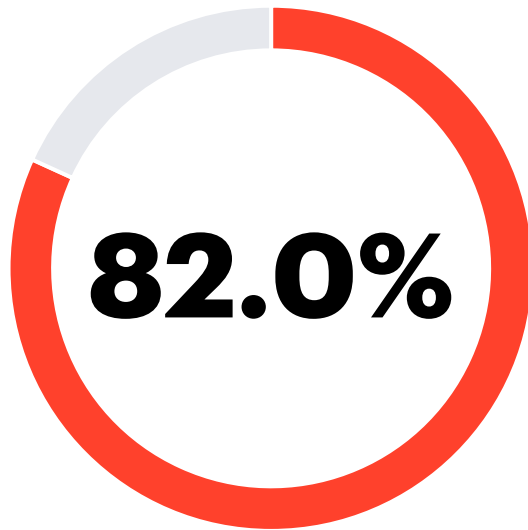
Top performing market with statistically significant growth



Additional high performing markets with statistically significant growth



#6: Nike



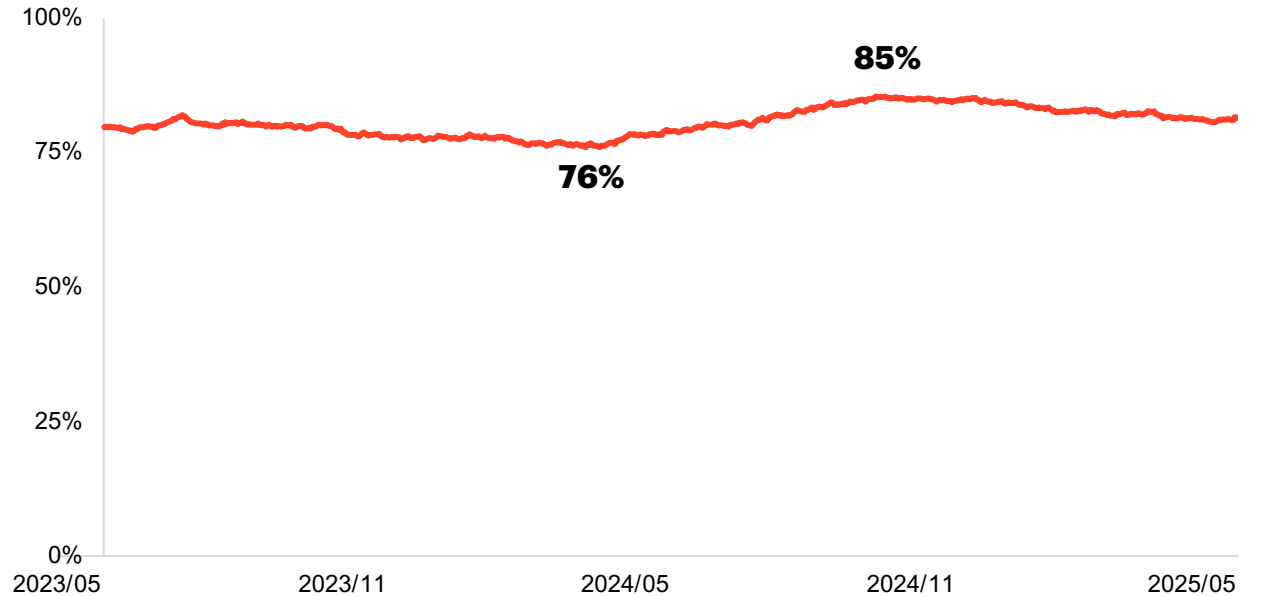
**Positive
Recommend
score**



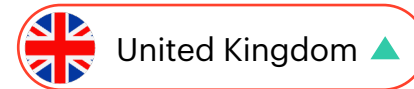
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snapshot for your brand?**

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Top performing market with statistically significant growth

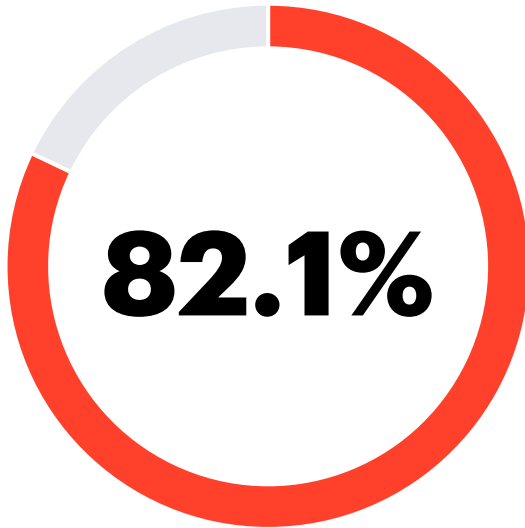


Additional high performing markets with statistically significant growth



YouGov BrandIndex, June 1, 2024 - May 31, 2025. Global weighted averages based on tracked markets. n> 40,300. Performance tracking analysis among Nike current customers in France; June 1, 2023 - May 31, 2025; Daily n> 950.

#5: Nintendo



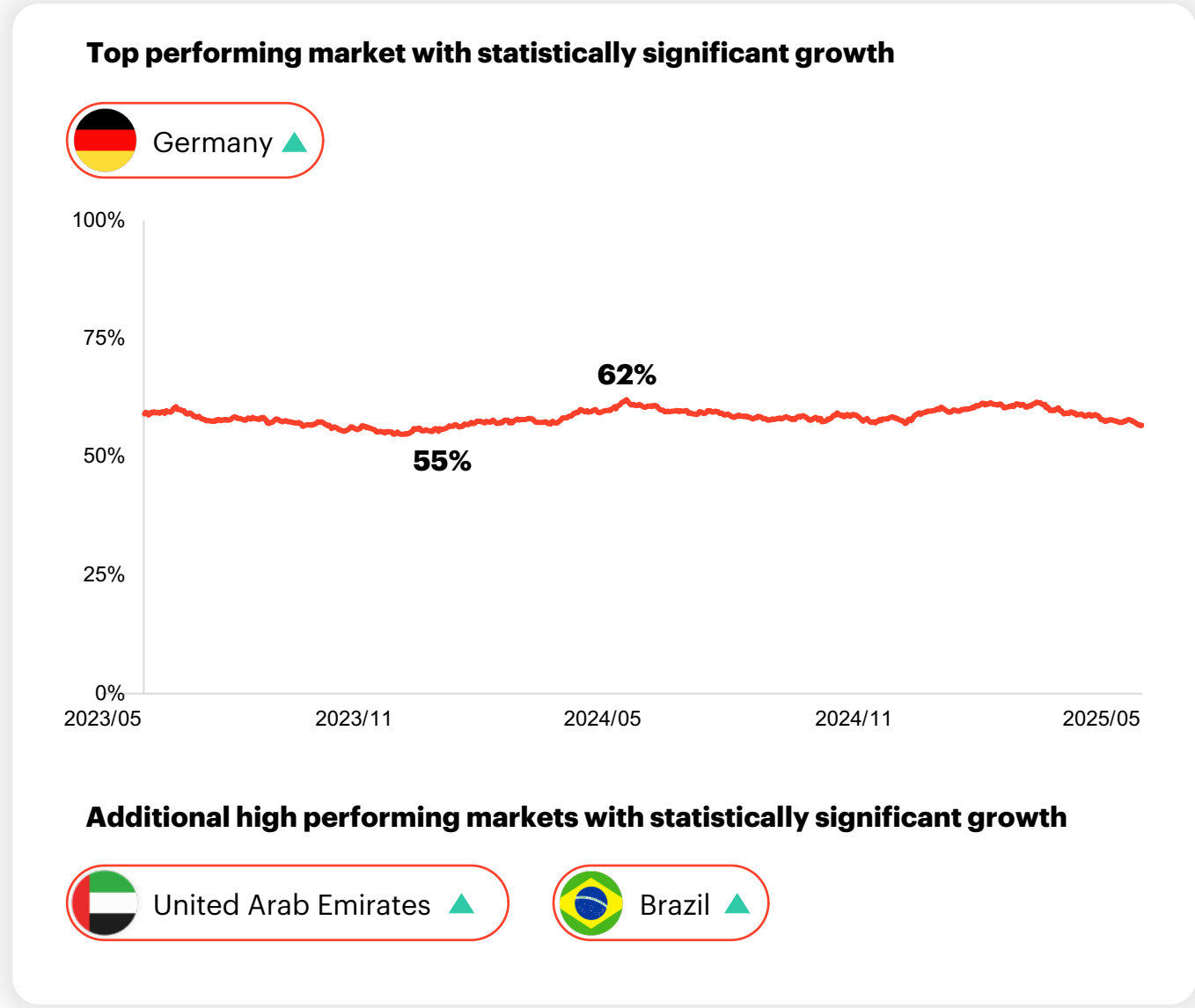
82.1%

**Positive
Recommend
score**



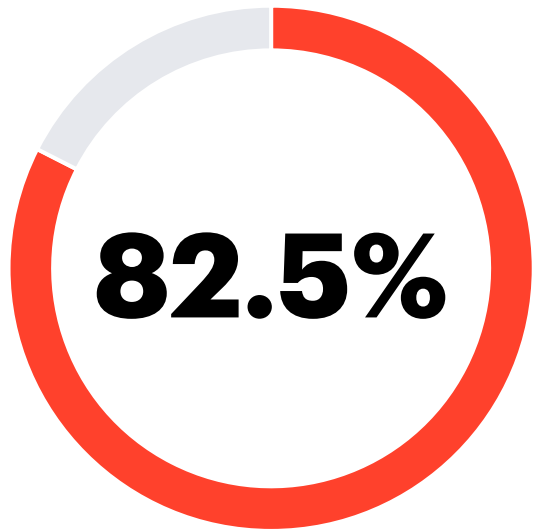
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YouGov BrandIndex, June 1, 2024 - May 31, 2025. Global weighted averages based on tracked markets. n> 14,200. Performance tracking analysis among Nintendo current customers in Germany; June 1, 2023 - May 31, 2025; Daily n> 900.

#4: adidas



**Positive
Recommend
score**

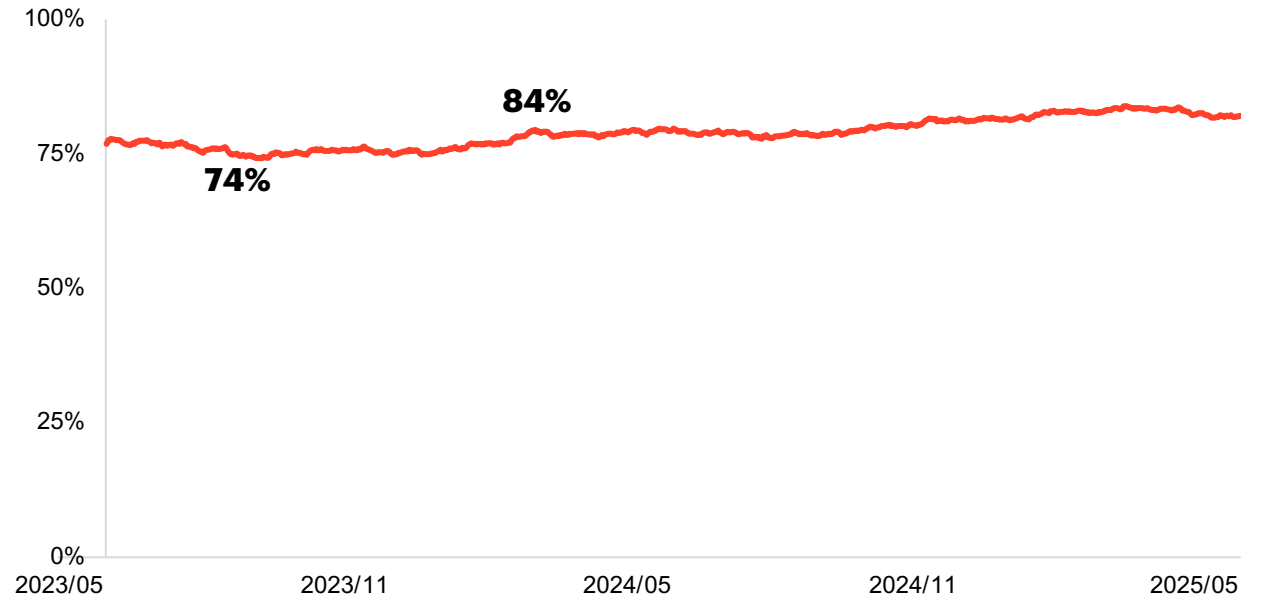


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Top performing market with statistically significant growth

 **United Kingdom** ▲

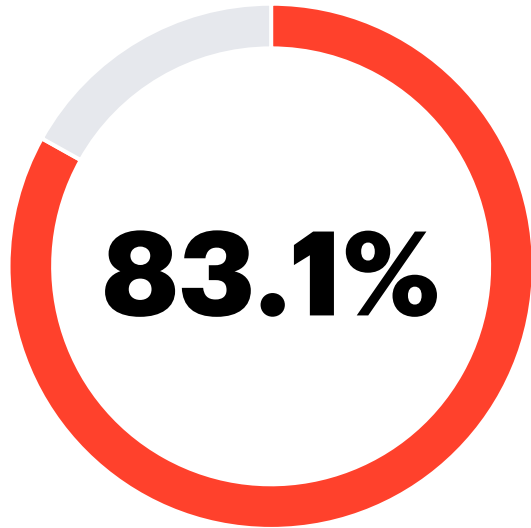


Additional high performing markets with statistically significant growth

 **Australia** ▲

 **United States of America** ▲

#3: Levi's

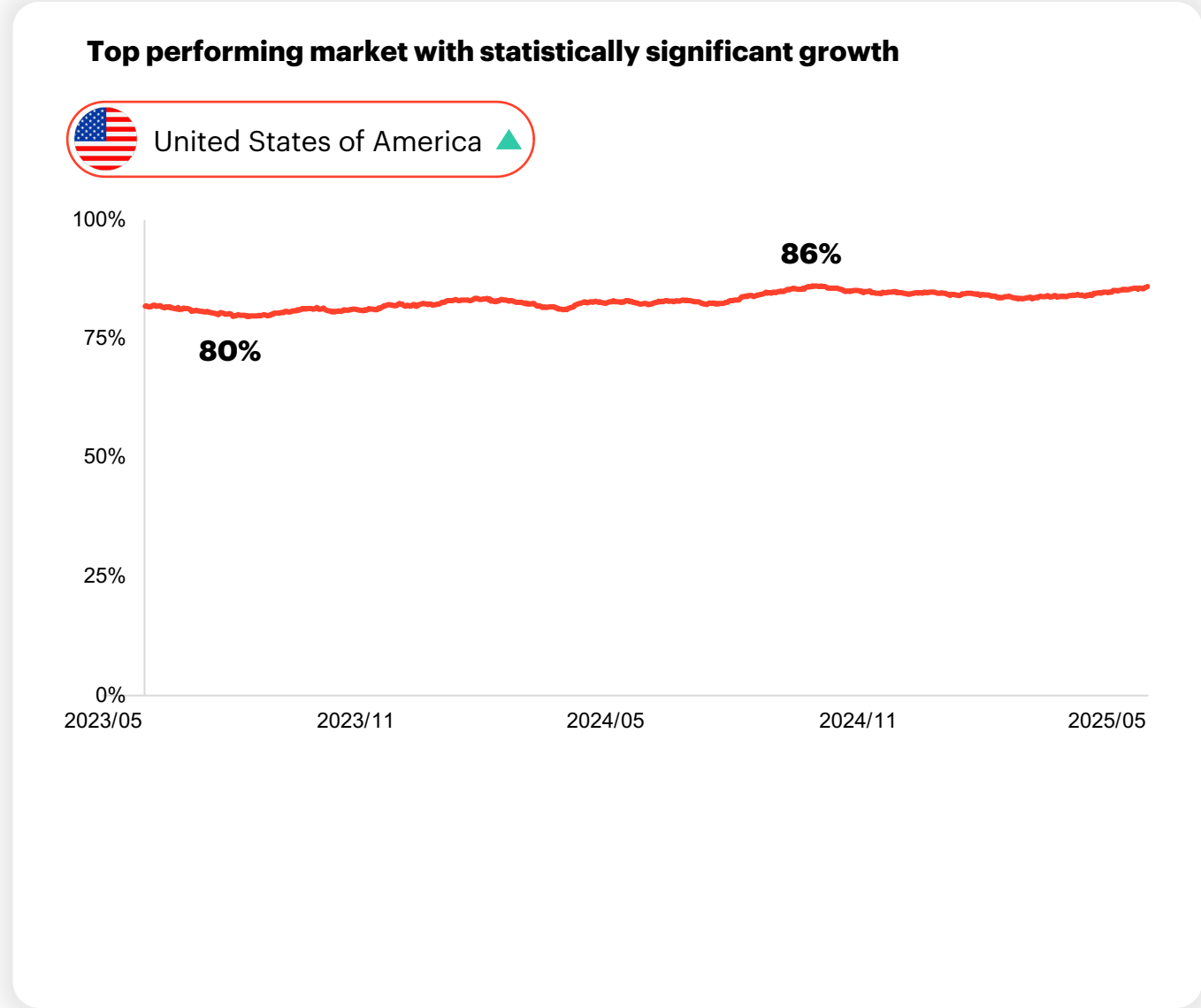


**Positive
Recommend
score**



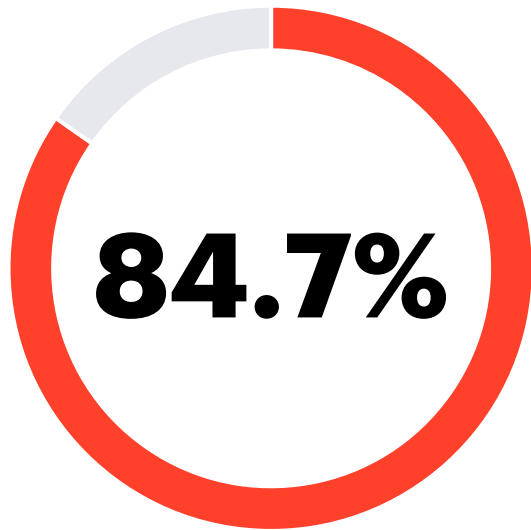
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snapshot for your brand?**

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YouGov BrandIndex, June 1, 2024 – May 31, 2025. Global weighted averages based on tracked markets. n> 11,800. Performance tracking analysis among Levi's current customers in US; June 1, 2023 – May 31, 2025; Daily n> 1,150.

#2: Toyota



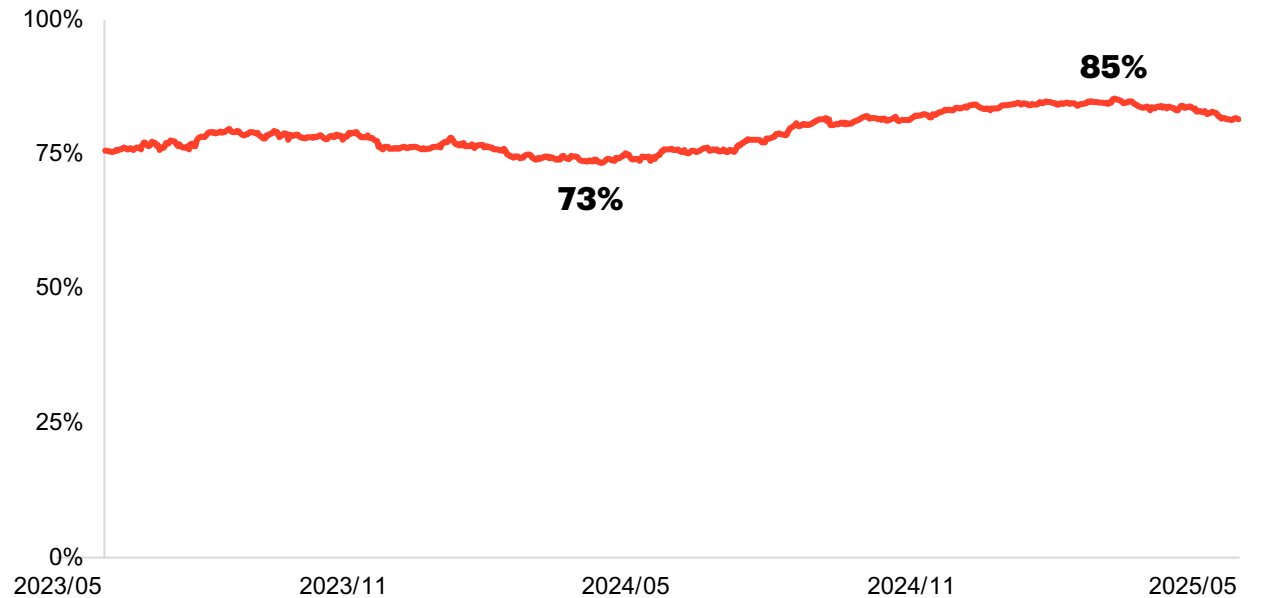
Positive Recommend score



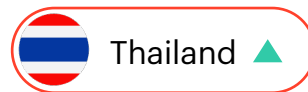
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Top performing market with statistically significant growth

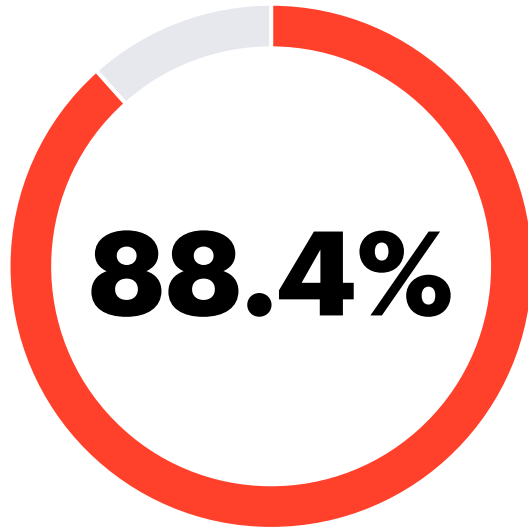


Additional high performing markets with statistically significant growth



YouGov BrandIndex, June 1, 2024 – May 31, 2025. Global weighted averages based on tracked markets. n> 32,000. Performance tracking analysis among Levi's current customers in India; June 1, 2023 – May 31, 2025; Daily n> 200.

#1: Emirates



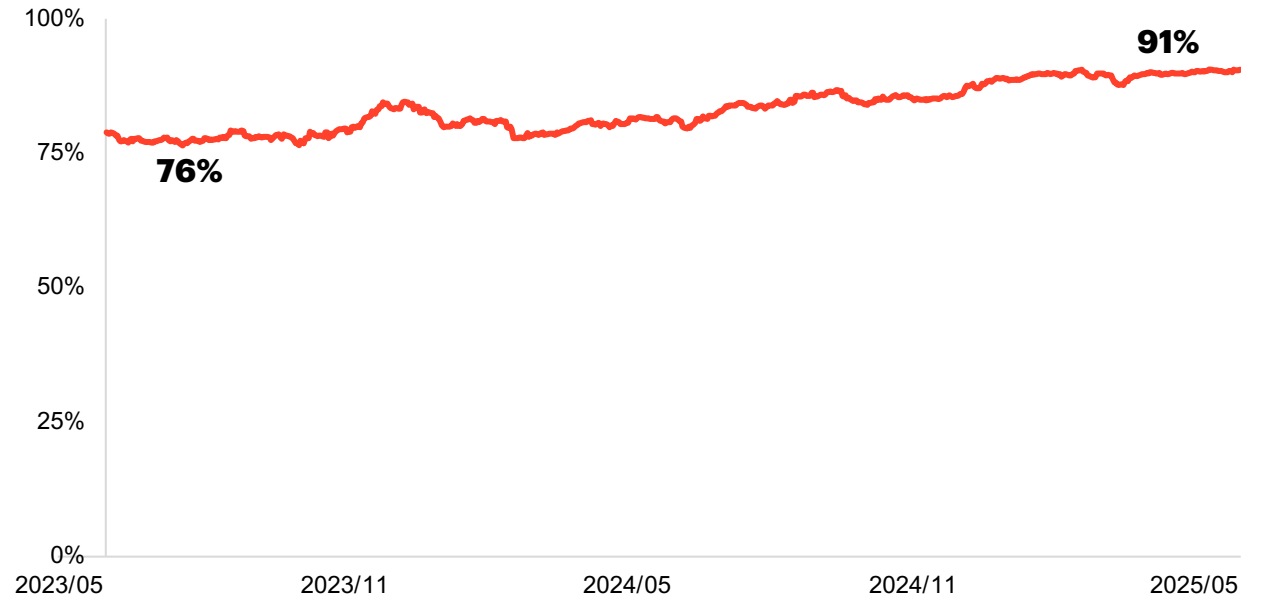
**Positive
Recommend
score**



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Top performing market with statistically significant growth



Additional high performing markets with statistically significant growth



YouGov BrandIndex, June 1, 2024 - May 31, 2025. Global weighted averages based on tracked markets. n> 10,300. Performance tracking analysis among Emirates current customers in UK; June 1, 2023 - May 31, 2025; Daily n> 200.

YouGov's Most Recommended Brands 2025

The top 10 global brands based on positive Recommend score for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Emirates	88.4%
2	Toyota	84.7%
3	Levi's	83.1%
4	adidas	82.5%
5	Nintendo	82.1%
6	Nike	82.0%
7	Mercedes-Benz	81.8%
8	BMW	81.4%
9	trivago	81.0%
10	Neutrogena	80.8%

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Market deep dives

- › Australia
- › Denmark
- › France
- › Germany
- › Indonesia
- › Kingdom of Saudi Arabia
- › Singapore
- › Spain
- › United Kingdom
- › United States of America





Australia: Top 10 brands

The top 10 brands in Australia based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Rolex	89.6%
2	Toyota	89.2%
3	Jack Daniel's	88.4%
4	Guinness	88.2%
5	Budweiser	87.8%
6	Emirates	87.7%
7	Heineken	87.1%
8	Johnnie Walker	86.3%
9	Michelin	86.2%
10	BMW	86.1%

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Australia: Top 10 most-improved brands

The top 10 most-improved brands in Australia based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	X (formerly Twitter)	60.4%	48.5%	11.9
2	Mobil	64.2%	53.4%	10.8
3	Domino's Pizza	66.9%	57.3%	9.6
4	Monster	75.0%	66.6%	8.4
5	American Express	75.4%	67.6%	7.8
6	Apple TV+	68.2%	60.9%	7.3
7	Carlton Draught	80.1%	73.0%	7.1
8	Latitude Financial	43.1%	36.0%	7.1
9	KFC	67.1%	60.1%	7.0
10	V Energy	69.5%	62.6%	6.9

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Denmark: Top 10 brands

The top 10 brands in Denmark based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Mercedes-Benz	84.6%
2	Lærerstandens Brandforsikring	79.8%
3	Audi	79.6%
4	Lebara	79.3%
5	Fjällräven	78.9%
6	Tesla	77.5%
7	ASICS	76.7%
8	Helly Hansen	76.4%
9	LEGO	76.1%
10	Toyota	75.4%

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Denmark: Top 10 most-improved brands

The top 10 most-improved brands in Denmark based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Andel Energi	50.3%	44.4%	5.9
2	Booking.com	58.3%	53.4%	4.9
3	Jyske Bank	42.4%	37.5%	4.9
4	OK	69.1%	65.4%	3.7
5	Norwegian	59.3%	55.7%	3.6
6	Biltema	48.6%	45.4%	3.2
7	H&M	48.8%	45.7%	3.1
8	EUROJACKPOT	31.1%	28.1%	3.0
9	Sygeforsikringen "danmark"	70.5%	67.8%	2.7
10	DSB S-tog	32.2%	29.5%	2.7

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France: Top 10 brands

The top 10 brands in France based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	EuropaPark	90.8%
2	Nintendo	89.8%
3	Super Mario Bros.	89.6%
4	Guigoz	87.7%
5	Verisure	87.7%
6	Michelin	87.4%
7	La Roche-Posay	87.2%
8	Puy du Fou	86.9%
9	N°5 - Chanel	86.3%
10	Rolex	85.9%

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France: Top 10 most-improved brands

The top 10 most-improved brands in France based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Novotel	74.5%	63.7%	10.8
2	Kiri	66.5%	57.3%	9.2
3	Twix	65.8%	57.1%	8.7
4	Daunat	56.2%	47.5%	8.7
5	Poulain	76.7%	68.5%	8.2
6	Transilien	35.5%	27.4%	8.1
7	Ulys	68.3%	61.1%	7.2
8	Allianz	72.7%	65.8%	6.9
9	Oreo	61.3%	54.5%	6.8
10	Whaou!	54.3%	47.5%	6.8

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Germany: Top 10 brands

The top 10 brands in Germany based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Too Good To Go	90.6%
2	Nintendo	88.1%
3	Engelbert Strauss	86.1%
4	Rolex	85.6%
5	medikamente-per-klick	85.3%
6	Baileys	85.3%
7	Augustiner	85.2%
8	trivago	85.2%
9	Johnnie Walker	84.2%
10	Ankerkraut	84.1%

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Germany: Top 10 most-improved brands

The top 10 most-improved brands in Germany based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Turkish Airlines	74.0%	65.2%	8.8
2	RWE	73.8%	65.3%	8.5
3	Deutsche Bank	63.5%	55.6%	7.9
4	EasyJet	60.4%	52.7%	7.7
5	Lipton	77.9%	70.3%	7.6
6	ROLLER	69.4%	61.8%	7.6
7	Holiday Inn	71.1%	63.6%	7.5
8	Airwaves	74.0%	67.5%	6.5
9	Grippostad	73.8%	67.6%	6.2
10	Vitalis (Dr. Oetker)	59.8%	53.6%	6.2

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Indonesia: Top 10 brands

The top 10 brands in Indonesia based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Samsung	90.9%
2	Shopee	90.0%
3	Garuda Indonesia	89.4%
4	Apple	89.0%
5	Singapore Airlines	89.0%
6	Traveloka	88.9%
7	BCA Insurance	88.8%
8	Allianz	88.8%
9	Netflix	87.7%
10	BCA	87.5%

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Indonesia Top 10 most-improved brands

The top 10 most-improved brands in Indonesia based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Ellips	70.4%	63.5%	6.9
2	Sanyo	56.4%	49.9%	6.5
3	Ibis Hotel	75.9%	69.6%	6.3
4	Liputan6.com	53.7%	47.5%	6.2
5	Kunci Mas	64.8%	58.8%	6.0
6	Telkom	65.4%	59.5%	5.9
7	Astra Life	82.9%	77.3%	5.6
8	Oishi	68.6%	63.2%	5.4
9	Leo	70.9%	65.6%	5.3
10	Stella	69.1%	63.8%	5.3

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Kingdom of Saudi Arabia: Top 10 brands

The top 10 brands in Kingdom of Saudi Arabia based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Recommend score among current customers
1	Saudia (Saudi Airlines)	91.0%
2	Neom	88.7%
3	Albaik	88.7%
4	adidas	88.3%
5	Qiddiya	88.1%
6	Almarai	88.1%
7	Qatar Airways	87.9%
8	Hilton	87.8%
9	Emaar	86.9%
10	Nike	86.5%

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Kingdom of Saudi Arabia: Top 10 most-improved brands

The top 10 most-improved brands in Kingdom of Saudi Arabia based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers	Positive Recommend score among current customers	Increase
		2025	2024	
1	Tang	71.1%	62.4%	8.7
2	Kinder Joy	74.3%	65.7%	8.6
3	Arab National Bank (ANB)	71.0%	63.1%	7.9
4	H&M	72.0%	64.4%	7.6
5	REDTAG	68.5%	61.1%	7.4
6	Kudu	70.6%	64.0%	6.6
7	Danette	69.5%	62.9%	6.6
8	Coca-Cola Light	67.2%	60.8%	6.4
9	Wrigley's Extra	69.1%	62.8%	6.3
10	Pantene	73.5%	67.3%	6.2

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Singapore: Top 10 brands

The top 10 brands in Singapore based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Singapore Airlines	86.2%
2	Louis Vuitton	84.6%
3	Apple	84.3%
4	Uniqlo	81.7%
5	Nike	80.7%
6	Samsung	80.6%
7	Amazon	80.3%
8	Amazon Prime	80.2%
9	adidas	79.5%
10	Shopee	79.4%

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Singapore: Top 10 most-improved brands

The top 10 most-improved brands in Singapore based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	HSBC	43.3%	33.9%	9.4
2	Amazon	80.3%	71.8%	8.5
3	FoodPanda	50.4%	42.5%	7.9
4	X (formerly Twitter)	42.0%	34.5%	7.5
5	NTUC Foodfare	48.9%	41.6%	7.3
6	Samsung Galaxy S	74.6%	67.5%	7.1
7	Burger King	53.8%	47.4%	6.4
8	Today	47.1%	40.8%	6.3
9	Pizza Hut	59.5%	53.5%	6.0
10	Nivea	75.7%	69.9%	5.8

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Spain: Top 10 brands

The top 10 brands in Spain based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Toyota	88.1%
2	Isdin	87.1%
3	Mercedes - Benz	86.6%
4	Nivea	86.6%
5	Apple	86.1%
6	Viajes El Corte Inglés	85.8%
7	Estrella Galicia	85.0%
8	Victoria's Secret	84.9%
9	Lavazza	84.9%
10	La Roche-Posay	84.8%

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Spain: Top 10 most-improved brands

The top 10 most-improved brands in Spain based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Banco Sabadell	58.2%	51.5%	6.7
2	Ocaso	60.3%	54.2%	6.1
3	La Casera	71.9%	65.9%	6.0
4	Cruzcampo	75.2%	69.4%	5.8
5	Endesa	44.6%	39.2%	5.4
6	Iberia	78.4%	73.5%	4.9
7	Schweppes	72.4%	67.5%	4.9
8	Iberdrola	53.7%	48.9%	4.8
9	Carretilla	71.4%	66.9%	4.5
10	Mango	74.2%	69.8%	4.4

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United Kingdom: Top 10 brands

The top 10 brands in United Kingdom based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Prada	90.5%
2	Gucci	90.3%
3	Emirates	88.5%
4	MoneySavingExpert	88.3%
5	Konami	86.5%
6	Lacoste	86.0%
7	Burberry	85.9%
8	Grand Theft Auto	85.8%
9	British Airways Holidays	85.7%
10	British Film Institute (BFI)	85.4%

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United Kingdom: Top 10 most-improved brands

The top 10 most-improved brands in United Kingdom based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	Scottish Gas	55.8%	35.0%	20.8
2	Texaco	44.8%	31.8%	13.0
3	Scottish Power	44.4%	32.6%	11.8
4	bet365	60.3%	49.1%	11.2
5	Amstel	76.6%	65.5%	11.1
6	FedEx	63.1%	52.0%	11.1
7	DHL	49.7%	38.8%	10.9
8	Wilko	67.3%	57.0%	10.3
9	Puma	82.5%	72.6%	9.9
10	UPS	48.1%	38.2%	9.9

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United States: Top 10 brands

The top 10 brands in United States of America based on positive Recommend scores for the last 12 months among current customers.

Rank	Brand	Positive Recommend score among current customers
1	Guinness	90.9%
2	Heineken	90.4%
3	Savage x Fenty	90.1%
4	Counter-Strike: Global Offensive (CS:GO)	89.8%
5	Durex	89.7%
6	Amstel	89.6%
7	St. Jude Children's Research Hospital	89.3%
8	Qatar Airways	89.1%
9	adidas	89.0%
10	Black Rifle Coffee Company	89.0%

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United States: Top 10 most-improved brands

The top 10 most-improved brands in United States of America based on year-on-year increase to positive Recommend scores among current customers.

Rank	Brand	Positive Recommend score among current customers 2025	Positive Recommend score among current customers 2024	Increase
1	X (formerly Twitter)	53.5%	39.4%	14.1
2	GlaxoSmithKline	79.1%	68.3%	10.8
3	Robinhood	69.0%	58.2%	10.8
4	Chuck E. Cheese	76.5%	66.1%	10.4
5	Coinbase	74.2%	63.9%	10.3
6	Cars.com	71.2%	61.3%	9.9
7	Taco Bueno	82.9%	73.6%	9.3
8	Cigna	67.0%	58.2%	8.8
9	Aquafina	76.5%	67.9%	8.6
10	CarGurus	67.2%	58.7%	8.5

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Methodology

YouGov's Most Recommended Brands 2025 are powered by YouGov's powerful daily brand and competitor tracking tool, YouGov BrandIndex.

Based on over a million customer surveys in 28 markets, rankings are based on a brand's positive Recommend scores among current customers, taken between June 1st, 2024, and May 31st, 2025.

Positive Recommend scores for each top 10 global brand are aggregated and weighted by the size of the brand's current customer base per market.

Recommend scores are based on respondents' answer to the following question: Which of the following brands would you RECOMMEND to a friend or colleague? Current customers are defined by respondents' answer to the following question: Have you purchased from any of the following brands in the past 30 days–12 months? Timeframe differs based on each sector.

Brand performance analysis for markets with statistically significant growth looks at a 26-week moving average.

To qualify for YouGov's Most Recommended Brands 2025, brands must be listed in a minimum of 10 markets out of the 28 markets analyzed in total. The markets are Australia, Brazil, Canada, China, Colombia, Denmark, Egypt, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Philippines, Poland, Saudi Arabia, Singapore, Spain, Sweden, Thailand, United Arab Emirates, United Kingdom, United States, and Vietnam.

Brands that are tracked across multiple sectors are ranked based on their highest-ranking sector per market. Both parent and child brands, such as Google and YouTube, are included to allow for greater granularity in performance tracking. Brands must have a minimum sample size of 300 to be included (except for Denmark, which has a minimum sample size of 100). For a brand to qualify as a top 10 brand, it must have scores available for at least 6 months (183 days).

Market-level deep-dives follow the same methodology but are based solely on respondents' answers in the indicated market. Top improvers are ranked based on year-on-year improvement to score, between June 1st, 2023, and May 31st, 2025. All scores are rounded. For brands with the same change in score, ranking is based on highest 2025 score. For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days).

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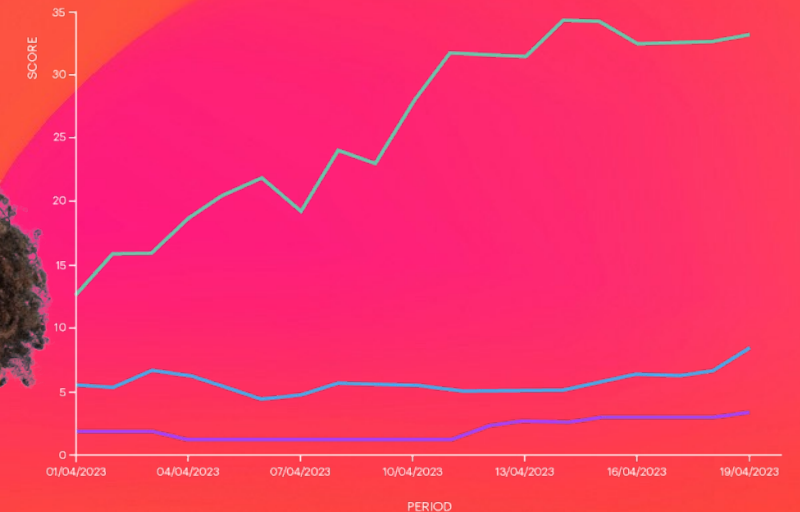
Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

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Advertising awareness



Your brand | Competitor 1 | Your brand among Gen Z

Metrics ▾

Advertising awareness

Thank you

/Research Reality

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