



The 21st Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 634 brands we assessed in 72 industry categories in the 2016 Brand Keys Customer Loyalty Engagement Index.

Brand	Category	2016 Ranking	2015 Ranking
Google	Search Engines	1	6
Amazon	Online Retail	2	8
Apple	Tablets	3	4
Netflix	Video Streaming	4	1
Facebook	Social Networking	5	5
Apple	Smartphones	6	3
Amazon	Tablets	7	2
YouTube	Social Networking	8	7
Amazon	Video Streaming	9	10
WhatsApp	Instant Messaging	10	9
iTunes	Video Streaming	11	13
PayPal	Online Payments	12	18
Dunkin' Donuts	Coffee	13	17
Samsung	Smartphones	14	11
Nike	Athletic Footwear	15	31
Ford	Automotive	16	22
Uber	Rideshare	17	21
Starbucks	Coffee	18	40
LinkedIn	Social Networking	19	16
Zappos	Online Retail	20	12
Zubrowka	Vodka	21	30
Hyundai	Automotive	22	19
Twitter	Social Networking	23	20
Ralph Lauren	Apparel Retailers	24	43
Grey Goose	Vodka	25	15
Sephora	Cosmetics	26	24
Instagram	Social Networking	27	27
Under Armour	Athletic Footwear	28	41
Apple	Computers	29	25
Kindle	eReaders	30	15
LG	Smartphones	31	46
Acer	Tablets	32	35
Avis	Car Rental	33	33
iTunes	Online Music	34	28
Beats	Headphones	35	26
Toyota	Automotive	36	26
Trader Joes	Natural Foods	37	47
Call of Duty	Major League Gaming	38	29
Panera	Fast Casual Restaurants	39	48
Subaru	Automotive	40	45
Samsung	Computers	41	37



Lancôme	Luxury Cosmetics	42	39
Domino's	Pizza	43	58
Ketel One	Vodka	44	44
Bose	Headphones	45	34
Hulu	Video Streaming	46	31
Sam's Club	Price Clubs	47	52
MAC	Cosmetics	48	54
USAA	Insurance	49	49
Chick-fil-A	Fast Casual Restaurants	50	55
L'Oreal	Cosmetics	51	51
Airbnb	Hotels	52	New to Top-100
Old Navy	Apparel Retailers	53	59
Grand Theft Auto	Major League Gaming	54	42
Chevrolet	Automotive	55	50
Discover	Credit Cards	56	62
Smirnoff	Vodka	57	67
Victoria's Secret	Apparel Retailers	58	61
Jeep	Automotive	59	63
Sam Adams	Beer (Reg.)	60	69
American Express	Credit Cards	61	68
Tito's	Vodka	62	59
HBO GO	Video Streaming	63	78
eBay	Online Retail	64	38
New Balance	Athletic Footwear	65	74
Au Bon Pain	Fast Casual Restaurants	66	70
Whole Foods	Natural Foods	67	56
Chipolte	Fast Casual Restaurants	68	23
T.J. Maxx	Department Stores	69	75
J. Crew	Apparel Retailers	70	60
Papa John's	Pizza	71	71
Line	Social Networking	72	New to Top-100
Mary Kay	Cosmetics	73	64
iMessage	Instant Messaging	74	65
AT&T Wireless	Wireless Providers	75	85
theSkimm	Social Networking	76	New to Top-100
Costco	Price Clubs	77	82
Kia	Automotive	78	80
Google Play	Online Music	79	72
Google Wallet	Online Payments	80	87
Nissan	Automotive	81	86
Hertz	Car Rental	82	92
Forever 21	Apparel Retailers	83	88
Home Depot	Retail Home Improvement	84	95
Haagen-Daz	Ice Cream	85	New to Top-100
Google+	Social Networking	86	81
Estee Lauder	Luxury Cosmetics	87	53



Verizon	Wireless Providers	88	91
Pinterest	Social Networking	89	90
Spotify	Online Music	90	96
Microsoft Surface	Computers	91	98
Jack Daniels	Whiskey	92	New to Top-100
GAP	Apparel Retailers	93	73
JPMorgan Chase	Banks	94	93
BuzzFeed	Social Networking	95	New to Top-100
Burt's Bees	Lip Balm	96	New to Top-100
Clinique	Cosmetics	97	76
Tumblr	Social Networking	98	99
Lowe's	Retail Home Improvement	99	New to Top-100
Vanguard	Mutual Funds	100	New to Top-100