



The 23rd Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 921 brands we assessed in a cross-category analysis of 110 industry categories in the 2019 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2019	2018
Amazon	Online Retail	1	1
Google	Search Engines	2	2
Samsung	Smartphones	3	6
Amazon	Tablets	4	9
Apple	Tablets	5	7
Netflix	Video Streaming	6	4
Amazon	Video Streaming	7	5
Apple	Smartphones	8	3
Trader Joe's	Natural Foods	9	10
Hyundai	Automotive	10	14
Twitter	Social Networking	11	23
WhatsApp	Instant Messaging	12	11
Chick-fil-A	Fast Casual Restaurants	13	24
Dunkin' Donuts	Coffee	14	19
Domino's	Pizza	15	12
Ford	Automotive	16	15
Nike	Athletic Footwear	17	18
Discover	Credit Cards	18	26
Avis	Car Rental	19	21
Toyota	Automotive	20	22
PayPal	Online Payments	21	25
Instagram	Social Networking	22	16
iTunes	Video Streaming	23	17
Facebook	Social Networking	24	8
Apple	Computers	25	20
Zappos	Online Retail	26	27
FOX	TV News	27	37
eBay	Online Retail	28	31
Ralph Lauren	Apparel Retailers	29	33
Vanguard	Mutual Funds	30	32
LinkedIn	Social Networking	31	29
Hulu	Video Streaming	32	34
Old Navy	Apparel Retailers	33	56
MSNBC	Cable News	34	45
YouTube	Social Networking	35	13
Jeep	Automotive	36	30
Home Depot	Retail Home Improvement	37	40
T.J. Maxx	Department Stores	38	35
Whole Foods	Natural Foods	39	47
Forever 21	Apparel Retailers	40	36



LG	Smartphones	41	39
Sephora	Cosmetics	42	43
New Balance	Athletic Footwear	43	44
HBO GO	Video Streaming	44	41
Samsung	Computers	45	53
AT&T Wireless	Wireless Providers	46	46
Acer	Tablets	47	38
Google Wallet	Online Payments	48	42
JPMorgan Chase	Banks	49	51
Zara	Apparel Retailers	50	57
Haagen-Daz	Ice Cream	51	52
Grey Goose	Vodka	52	49
American Express	Credit Cards	53	55
Jack Daniels	Whiskey	54	54
iTunes	Online Music	55	28
Microsoft Surface	Computers	56	62
Starbucks	Coffee	57	63
Kia	Automotive	58	68
5 Guys Burgers	Fast Casual Restaurants	59	64
Verizon	Wireless Providers	60	59
Panera	Fast Casual Restaurants	61	50
Sam's Club	Price Clubs	62	78
USAA	Insurance	63	65
Costco	Price Clubs	64	66
Lowe's	Retail Home Improvement	65	61
Lancôme	Luxury Cosmetics	66	60
Estee Lauder	Luxury Cosmetics	67	67
McDonald's	Quick Serve	68	returned
Bose	Headphones	69	72
Shake Shack	Fast Casual Restaurants	70	83
iMessage	Instant Messaging	71	75
Spotify	Online Music	72	87
Call of Duty	Video Games	73	94
Uber	Rideshare	74	48
Subaru	Automotive	75	73
Smirnoff	Vodka	76	76
Under Armour	Athletic Footwear	77	58
GEICO	Insurance	78	84
Zubrowka	Vodka	79	80
Nissan	Automotive	80	71
Chevrolet	Automotive	81	82
MAC	Cosmetics	82	81
Chobani	Yogurt	83	new
Lyft	Rideshare	84	77
Ketel One	Vodka	85	69
Expedia	Online Travel	86	new



BuzzFeed	Social Networking	87	86
Mary Kay	Cosmetics	88	89
L'Oreal	Cosmetics	89	90
Tito's	Vodka	90	74
Sam Adams	Beer (Reg.)	91	91
Clinique	Cosmetics	92	92
Hertz	Car Rental	93	97
Chipotle	Fast Casual Restaurants	94	returned
PayPal	Online Payments	95	new
Google Play	Online Music	96	96
Coca-Cola	Soft Drinks	97	new
Konica-Minolta	MFP Copiers	98	new
Dick's	Sporting Goods Retail	99	new
Dollar Tree	Discount Retail	100	new