



The 24th Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 833 brands we assessed in a cross-category analysis of 85 industry categories in the 2020 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2020	2019
Amazon	Online Retail	1	1
Netflix	Video Streaming	2	6
Amazon	Video Streaming	3	7
Apple	Smartphones	4	8
Domino's	Pizza	5	15
Google	Search Engines	6	2
Disney	Streaming Video	7	new
Home Depot	Retail Home Improvement	8	37
WhatsApp	Instant Messaging	9	12
Samsung	Smartphones	10	3
Instagram	Social Networking	11	22
Nike	Athletic Footwear	12	17
PayPal	Online Payments	13	21
Amazon	Tablets	14	4
Apple	Tablets	15	5
Discover	Credit Cards	16	18
YouTube	Social Networking	17	35
Hyundai	Automotive	18	10
Hulu	Video Streaming	19	32
Trader Joes	Natural Foods	20	9
UPS	Delivery	21	new
eBay	Online Retail	22	28
Whole Foods	Natural Foods	23	39
Zappos	Online Retail	24	26
FedEx	Delivery	25	new
Vanguard	Mutual Funds	26	30
MSNBC	Cable News	27	34
Dunkin' Donuts	Coffee	28	14
Toyota	Automotive	29	20
Clorox	H/H Cleaners	30	new
Facebook	Social Networking	31	24
FOX	TV News	32	27
Sephora	Cosmetics	33	42
Apple	Computers	34	25
Jeep	Automotive	35	36
HBO Max	Video Streaming	36	44
Twitter	Social Networking	37	11
Microsoft	Computers	38	54
Purell	H/H Cleaners	39	new
AT&T Wireless	Wireless Providers	40	46



CVS	Pharmacy	41	new
Grey Goose	Vodka	42	52
Zara	Apparel Retailers	43	50
Samsung	Computers	44	45
Costco	Price Clubs	45	64
New Balance	Athletic Footwear	46	43
LG	Smartphones	47	41
Zoom	Video Chat	48	new
Acer	Tablets	49	47
Smirnoff	Vodka	50	76
Haagen-Dazs	Ice Cream	51	51
Ralph Lauren	Apparel Retailers	52	29
American Express	Credit Cards	53	53
Chase	Banks	54	49
Sam's Club	Price Clubs	55	62
Verizon	Wireless Providers	56	60
Jack Daniels	Whiskey	57	54
Lowe's	Retail Home Improvement	58	65
GEICO	Insurance	59	78
Google Wallet	Online Payments	60	48
Ben & Jerry's	Ice Cream	61	new
USAA	Insurance	62	63
iMessage	Instant Messaging	63	71
Starbucks	Coffee	64	57
Bose	Headphones	65	69
Spotify	Online Music	66	72
Square	Online Payments	67	new
Old Navy	Apparel Retailers	68	33
Progressive	Insurance	69	new
Ketel One	Vodka	70	85
Chobani	Yogurt	71	83
Budweiser	Beer (Reg.)	72	new
T-Mobile	Wireless Providers	73	new
Ford	Automotive	74	16
Coors Light	Beer (Lt.)	75	new
Charmin	Toilet Tissue	76	new
Avis	Car Rental	77	19
State Farm	Insurance	78	new
T.J. Maxx	Department Stores	79	38
Dollar Tree	Discount Retail	80	100
L'Oreal	Cosmetics	81	89
Sam Adams	Beer (Reg.)	82	91
Chipotle	Fast Casual Restaurants	83	94
Subaru	Automotive	84	75
LinkedIn	Social Networking	85	31
Estee Lauder	Luxury Cosmetics	86	67



BuzzFeed	Social Networking	87	87
Campbell's	Canned Soup	88	new
Tito's	Vodka	89	90
Dick's	Sporting Goods Retail	90	99
Lancôme	Luxury Cosmetics	91	66
Grand Theft V	Online Video Games	92	new
MAC	Cosmetics	93	82
Mattel	Toys	94	new
Clinique	Cosmetics	95	92
Lyft	Rideshare	96	84
Uber	Rideshare	97	74
Coca-Cola	Soft Drinks	98	97
Crossfire	Online Video Games	99	new
Farmers	Insurance	100	new