



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 |



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|------------------|-------------------------|----|-----|
| 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 |
| Pinterest | Social Networking | 85 | new |
| Estee Lauder | Luxury Cosmetics | 86 | 67 |



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|----------------------|-----------------------|-----|-----|
| 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 |