



The 2021 annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 1,260 brands we assessed in a cross-category analysis of 112 industry categories identified in the 2021 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2021	2020
Amazon	Online Retail	1	1
Apple	Smartphones	2	4
Netflix	Video Streaming	3	2
Domino's	Pizza	4	5
Amazon	Video Streaming	5	3
Disney+	Streaming Video	6	7
Google	Search Engines	7	6
WhatsApp	Instant Messaging	8	9
Instagram	Social Networking	9	11
Nike	Athletic Footwear	10	12
Home Depot	Retail Home Improvement	11	8
Discover	Credit Cards	12	16
PayPal	Online Payments	13	13
Samsung	Smartphones	14	10
Apple	Tablets	15	15
YouTube	Social Networking	16	17
Hyundai	Automotive	17	18
Hulu	Video Streaming	18	19
UPS	Delivery Services	19	21
Trader Joes	Natural Foods	20	20
TikTok	Social Networking	21	new
Dunkin'	Coffee	22	28
Amazon	Tablets	23	14
FedEx	Delivery Services	24	25
Purell	H/H Cleaners	25	39
Apple TV	Streaming Video	26	new
Toyota	Automotive	27	29
FOX	TV News	28	32
Facebook	Social Networking	29	31
eBay	Online Retail	30	22
MSNBC	Cable News	31	27
Jeep	Automotive	32	35
Zappos	Online Retail	33	24
Microsoft	Computers	34	38
Whole Foods	Natural Foods	35	23
Apple	Computers	36	34
Clorox	H/H Cleaners	37	30
Twitter	Social Networking	38	37
AT&T Wireless	Wireless Providers	39	40
HBO Max	Video Streaming	40	36



CVS	Pharmacy	41	41
Chase	Banks	42	54
Samsung	Computers	43	44
GEICO	Insurance	44	59
Levi Strauss	Apparel Retailers	45	new
American Express	Credit Cards	46	53
Sephora	Cosmetics	47	33
Smirnoff	Vodka	48	50
Jack Daniels	Whiskey	49	57
Chobani	Yogurt	50	71
Old Navy	Apparel Retailers	51	68
Lowe's	Retail Home Improvement	52	58
Verizon	Wireless Providers	53	56
Zoom	Video Chat	54	48
Starbucks	Coffee	55	64
Acer	Tablets	56	49
Square	Online Payments	57	67
Spotify	Online Music	58	66
Ford	Automotive	59	74
New Balance	Athletic Footwear	60	46
Red Bull	Energy Drinks	61	new
Ralph Lauren	Apparel Retailers	62	52
Pinterest	Social Networking	63	85
Walmart.com	Online Retail	64	new
Crest	Toothpaste	65	new
Bose	Headphones	66	65
Haagen-Dazs	Ice Cream	67	51
Costco	Price Clubs	68	45
Sam's Club	Price Clubs	69	55
Zara	Apparel Retailers	70	43
Google Wallet	Online Payments	71	60
McDonald's	Quick Serve	72	returned
Chipotle	Fast Casual Restaurants	73	83
Dollar Tree	Discount Retail	74	80
Dick's	Sporting Goods Retail	75	90
Avis	Car Rental	76	77
iMessage	Instant Messaging	77	63
Charmin	Toilet Tissue	78	76
Lyft	Rideshare	79	96
Shake Shack	Fast Casual Restaurants	80	returned
Mastercard	Credit Cards	81	returned
Call of Duty	Online Video Games	82	returned
USAA	Insurance	83	62
Subaru	Automotive	84	84
Budweiser	Beer (Reg.)	85	72
Svedka	Vodka	86	new



<b>Coors Light</b>	Beer (Lt.)	87	75
<b>Tito's</b>	Vodka	88	89
<b>Mattel</b>	Toys	89	94
<b>Lululemon</b>	Apparel Retailers	90	new
<b>T-Mobile</b>	Wireless Providers	91	73
<b>Uber</b>	Rideshare	92	97
<b>Konica-Minolta</b>	MFP Copiers	93	returned
<b>T.J. Maxx</b>	Department Stores	94	79
<b>iTunes</b>	Video Streaming	95	returned
<b>State Farm</b>	Insurance	96	78
<b>MAC</b>	Cosmetics	97	93
<b>Campbell's</b>	Canned Soup	98	88
<b>Mattel</b>	Toys	99	94
<b>L'Oreal</b>	Cosmetics	100	81