



The 2022 annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 1,624 brands we assessed in a cross-category analysis of 142 industry categories identified in the 2022 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2022	2021
Apple	Smartphones	1	2
Amazon	Online Retail	2	1
Domino's	Pizza	3	4
Disney+	Streaming Video	4	6
TikTok	Social Networking	5	21
Pfizer	Pharmaceuticals	6	NA
WhatsApp	Instant Messaging	7	8
Netflix	Video Streaming	8	3
Google	Search Engines	9	7
Amazon	Video Streaming	10	5
Nike	Athletic Footwear	11	10
MSNBC	Cable News	12	31
Discover	Credit Cards	13	12
Apple TV	Streaming Video	14	26
Instagram	Social Networking	15	9
Home Depot	Retail Home Improvement	16	11
Samsung	Smartphones	17	14
Dunkin'	Coffee	18	22
Hyundai	Automotive	19	17
Apple	Tablets	20	15
YouTube	Social Networking	21	16
PayPal	Online Payments	22	13
Hulu	Video Streaming	23	18
UPS	Delivery Services	24	19
Toyota	Automotive	25	27
Zappos	Online Retail	26	33
FedEx	Delivery Services	27	24
Trader Joes	Natural Foods	28	20
FOX	TV News	29	28
Amazon	Tablets	30	23
Whole Foods	Natural Foods	31	35
AT&T Wireless	Wireless Providers	32	39
eBay	Online Retail	33	30
Apple	Computers	34	36
Microsoft	Computers	35	34
Levi Strauss	Apparel Retailers	36	45
Samsung	Computers	37	43
Chobani	Yogurt	38	50
Moderna	Pharmaceuticals	39	NA
Sephora	Cosmetics	40	47



HBO Max	Video Streaming	41	40
Jeep	Automotive	42	32
Old Navy	Apparel Retailers	43	51
CVS	Pharmacy	44	41
GEICO	Insurance	45	44
Facebook	Social Networking	46	29
Twitter	Social Networking	47	38
Chase	Banks	48	42
Walmart.com	Online Retail	49	64
Costco	Price Clubs	50	68
Paramount+	Streaming Video	51	NA
Square	Online Payments	52	57
Sam's Club	Price Clubs	53	69
American Express	Credit Cards	54	46
McDonald's	Quick Serve	55	72
Jack Daniels	Whiskey	56	49
Acer	Tablets	57	56
Verizon	Wireless Providers	58	53
Ford	Automotive	59	59
Crest	Toothpaste	60	65
Smirnoff	Vodka	61	48
Spotify	Online Music	62	58
Dollar Tree	Discount Retail	63	74
Red Bull	Energy Drinks	64	61
Starbucks	Coffee	65	55
Chipotle	Fast Casual Restaurants	66	73
Dick's	Sporting Goods Retail	67	75
Zara	Apparel Retailers	68	70
Haagen-Dazs	Ice Cream	69	67
Pinterest	Social Networking	70	63
State Farm	Insurance	71	96
Google Wallet	Online Payments	72	71
Ralph Lauren	Apparel Retailers	73	62
New Balance	Athletic Footwear	74	60
Lowe's	Retail Home Improvement	75	52
Charmin	Toilet Tissue	75	78
Subaru	Automotive	76	84
Purell	H/H Cleaners	77	25
Clorox	H/H Cleaners	78	37
iMessage	Instant Messaging	79	77
Vanguard	Online Investment	80	89
Mastercard	Credit Cards	81	81
Beyond Meat	Plant-based meat substitute	82	NA
Lululemon	Apparel Retailers	83	90
Konica-Minolta	MFP Copiers	84	93
Avis	Car Rental	85	76



<b>T.J. Maxx</b>	Department Stores	86	94
<b>Tito's</b>	Vodka	87	88
<b>Mattel</b>	Toys	88	89
<b>USAA</b>	Insurance	89	83
<b>Impossible Foods</b>	Plant-based meat substitute	90	NA
<b>Lyft</b>	Rideshare	91	79
<b>T-Mobile</b>	Wireless Providers	92	91
<b>Coors Light</b>	Beer (Lt.)	93	87
<b>Call of Duty</b>	Online Video Games	94	82
<b>Budweiser</b>	Beer (Reg.)	95	85
<b>iTunes</b>	Video Streaming	96	95
<b>L'Oreal</b>	Cosmetics	97	100
<b>MAC</b>	Cosmetics	98	97
<b>Uber</b>	Rideshare	99	92
<b>Tesla</b>	Automotive	100	NA