



The 2023 annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 987 brands we assessed in a cross-category analysis of 110 industry categories identified in the 2023 Brand Keys Customer Loyalty Engagement Index.

<b>BRAND</b>	<b>CATEGORY</b>	<b>2023</b>	<b>2022</b>
<b>Apple</b>	Smartphones	1	1
<b>Amazon</b>	Online Retail	2	2
<b>Domino's</b>	Pizza	3	3
<b>Netflix</b>	Video Streaming	4	8
<b>TikTok</b>	Social Networking	5	5
<b>Nike</b>	Athletic Footwear	6	11
<b>WhatsApp</b>	Instant Messaging	7	7
<b>Samsung</b>	Smartphones	8	17
<b>Amazon</b>	Video Streaming	9	10
<b>Apple TV</b>	Streaming Video	10	14
<b>YouTube</b>	Social Networking	11	21
<b>Discover</b>	Credit Cards	12	13
<b>Disney+</b>	Streaming Video	13	4
<b>Dunkin'</b>	Coffee	14	18
<b>Hyundai</b>	Automotive	15	19
<b>MSNBC</b>	Cable News	16	12
<b>Google</b>	Search Engines	17	9
<b>Home Depot</b>	Retail Home Improvement	18	16
<b>Apple</b>	Tablets	19	20
<b>Trader Joes</b>	Natural Foods	20	28
<b>Hulu</b>	Video Streaming	21	23
<b>Toyota</b>	Automotive	22	25
<b>UPS</b>	Delivery Services	23	24
<b>PayPal</b>	Online Payments	24	22
<b>FOX</b>	TV News	25	29
<b>Zappos</b>	Online Retail	26	26
<b>Samsung</b>	Computers	27	37
<b>eBay</b>	Online Retail	28	33
<b>FedEx</b>	Delivery Services	29	27
<b>Chobani</b>	Yogurt	30	38
<b>Amazon</b>	Tablets	31	30
<b>AT&amp;T Wireless</b>	Wireless Providers	32	32
<b>Apple</b>	Computers	33	34
<b>Tito's</b>	Vodka	34	87
<b>American Express</b>	Credit Cards	35	54
<b>Walmart.com</b>	Online Retail	36	49
<b>Levi Strauss</b>	Apparel Retailers	37	36
<b>McDonald's</b>	Quick Serve	38	55
<b>Microsoft</b>	Computers	39	35
<b>Ford</b>	Automotive	40	59



Acer	Tablets	41	57
Mattel	Toys	42	88
Crest	Toothpaste	43	60
Whole Foods	Natural Foods	44	31
Jeep	Automotive	45	42
Sephora	Cosmetics	46	40
Costco	Price Clubs	47	50
GEICO	Insurance	48	45
ChatGPT	AI	49	new
CVS	Pharmacy	50	44
Chase	Banks	51	48
MAX (HBO)	Streaming Video	52	36
Dick's	Sporting Goods Retail	53	67
T.J. Maxx	Department Stores	54	86
Chipotle	Fast Casual Restaurants	55	66
Dollar Tree	Discount Retail	56	63
Sam's Club	Price Clubs	57	53
Facebook	Social Networking	58	46
Old Navy	Apparel Retailers	59	43
Delta	Airlines	60	new
Verizon	Wireless Providers	61	58
Red Bull	Energy Drinks	62	64
Smirnoff	Vodka	63	61
Colgate	Toothpaste	64	new
Zara	Apparel Retailers	65	68
Paramount+	Streaming Video	66	51
Lululemon	Apparel Retailers	67	83
Subaru	Automotive	68	76
Starbucks	Coffee	69	65
L'Oreal	Cosmetics	70	97
Modelo Esp.	Beer (Reg.)	71	new
iMessage	Instant Messaging	72	79
Haagen-Dazs	Ice Cream	73	69
State Farm	Insurance	74	71
New Balance	Athletic Footwear	75	74
Kia	Automotive	76	new
Ralph Lauren	Apparel Retailers	77	73
Square	Online Payments	78	52
Google Wallet	Online Payments	79	72
Konica-Minolta	MFP Copiers	80	84
Vanguard	Online Investment	81	80
Beyond Meat	Plant-based meat substitute	82	82
Spotify	Online Music	83	62
Coors Light	Beer (Lt.)	84	93
Impossible Foods	Plant-based meat substitute	85	90
Uber	Rideshare	86	99



<b>USAA</b>	Insurance	87	89
<b>Chevrolet</b>	Automotive	88	new
<b>T-Mobile</b>	Wireless Providers	89	92
<b>Mastercard</b>	Credit Cards	90	81
<b>Hogwarts Legacy</b>	Video Games	91	new
<b>X (Twitter)</b>	Social Networking	92	47
<b>Lyft</b>	Rideshare	93	91
<b>NFL</b>	Major League Sports	94	new
<b>Macy's</b>	Department Stores	95	new
<b>Chick-fil-A</b>	Fast Casual Restaurants	96	new
<b>Estee Lauder</b>	Luxury Cosmetics	97	new
<b>Budweiser</b>	Beer (Reg.)	98	95
<b>Tesla</b>	Automotive	99	100
<b>Patagonia</b>	Apparel Retailers	100	new