2023 Customer Loyalty Engagement Index

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Allergy Medications OTC Antihistamines
Allegra

Allergy Medications OTC Internasal
Flonase

Allergy Medications OTC Oral
Decongestants
Sudafed

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Uber

Athletic Footwear
Nike

Automotive
Hyundai

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Coors Light

Beer (Regular)
Corona Extra

Bottled Water
Aquafina

Breakfast Bars
Kellogg’s Nutri-Grain

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Campbell’s

Car Rental
Enterprise

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Chipotle
Wingstop

Coffee (Out-of-Home)
Dunkin’

Coffee (Packaged)
Dunkin’

Computer (Laptops)
Apple

Cosmetics (Luxury)
Chanel

Cosmetics (Mass)
L’Oréal

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Dove
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Online Travel Sites  
Booking.com  

Online Video Streaming  
Disney+  

Pain Relievers (OTC)  
Tylenol  

Parcel Delivery  
UPS  

Pet Food (Cats)  
Purina  

Pet Food (Dogs)  
Blue Buffalo  
Purina One  

Pharmacies  
CVS  

Pizza  
Domino’s  

Premium Cold Cuts  
Oscar Meyer  

Price Clubs  
Costco  

Printers  
Epsom  

Quick-Serve Restaurants  
McDonald’s  

Retail (Apparel)  
Levi Strauss  

Retail (Department Store)  
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Retail (Discount)  
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Home Depot  

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Cheetos  

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Soft Drinks (Regular)  
Pepsi  

Tax Preparation  
H&R Block
Tablets
Apple

Tequila
Don Julio

Ticketing Services
Telecharge

Toothpaste
Colgate

Toys
Lego

Video Chat
Zoom

Vodka
Grey Goose

Whiskey
Jack Daniels

Wireless Phone Services
AT&T Wireless

Yogurt
Dannon