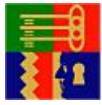




The 2024 annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 1,465 brands we assessed in a cross-category analysis of 142 industry categories identified in the 2024 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2024	2023
Apple	Smartphones	1	1
Amazon	Online Retail	2	2
TikTok	Social Networking	3	5
Domino's	Pizza	4	3
Netflix	Video Streaming	5	4
YouTube	Social Networking	6	11
Samsung	Smartphones	7	8
Levi Strauss	Apparel Retailers	8	37
Dunkin'	Coffee	9	14
Mattel	Toys	10	42
Hyundai	Automotive	11	15
Discover	Credit Cards	12	12
Trader Joe's	Natural Foods	13	20
WhatsApp	Instant Messaging	14	7
Home Depot	Retail Home Improvement	15	18
Amazon	Video Streaming	16	9
Ford	Automotive	17	40
Nike	Athletic Footwear	18	6
American Express	Credit Cards	19	35
Disney+	Streaming Video	20	13
PayPal	Online Payments	21	24
Apple TV	Streaming Video	22	10
FOX	TV News	23	25
MSNBC	Cable News	24	16
Google	Search Engines	25	17
Toyota	Automotive	26	22
Walmart.com	Online Retail	27	36
eBay	Online Retail	28	28
Apple	Tablets	29	19
Tito's	Vodka	30	34
McDonald's	Quick Serve	31	38
Microsoft	Computers	32	39
Jeep	Automotive	33	45
Amazon	Tablets	34	31
Hulu	Video Streaming	35	21
Zappos	Online Retail	36	26
Whole Foods	Natural Foods	37	44
Samsung	Computers	38	27
UPS	Delivery Services	39	23
ChatGPT	AI	40	49



Dick's	Sporting Goods Retail	41	53
Chipotle	Fast Casual Restaurants	42	55
Apple	Computers	43	33
AT&T Wireless	Wireless Providers	44	32
Crest	Toothpaste	45	43
Sephora	Cosmetics	46	46
FedEx	Delivery Services	47	33
Chobani	Yogurt	48	30
Acer	Tablets	49	41
Red Bull	Energy Drinks	50	62
Zara	Apparel Retailers	51	65
Old Navy	Apparel Retailers	52	59
Chase	Banks	53	51
T.J. Maxx	Department Stores	54	54
Delta	Airlines	55	60
Subaru	Automotive	56	68
Costco	Price Clubs	57	47
CVS	Pharmacy	58	50
Verizon	Wireless Providers	59	61
GEICO	Insurance	60	48
Ralph Lauren	Apparel Retailers	61	77
L'Oreal	Cosmetics	62	70
State Farm	Insurance	63	74
MAX (HBO)	Streaming Video	64	52
New Balance	Athletic Footwear	65	75
Vanguard	Online Investment	66	81
Modelo Esp.	Beer (Reg.)	67	71
Kia	Automotive	68	76
Dollar Tree	Discount Retail	69	56
Colgate	Toothpaste	70	64
Uber	Rideshare	71	86
Facebook	Social Networking	72	58
Sam's Club	Price Clubs	73	57
Paramount+	Streaming Video	74	66
Smirnoff	Vodka	75	63
Beyond Meat	Plant-based meat substitute	76	82
Konica Minolta	MFP Copiers	77	80
Spotify	Online Music	78	83
Chevrolet	Automotive	79	88
Square	Online Payments	80	78
Starbucks	Coffee	81	69
Lululemon	Apparel Retailers	82	67
NFL	Major League Sports	83	94
iMessage	Instant Messaging	84	72
Hershey's	Snacks	85	new
Chick-fil-A	Fast Casual Restaurants	86	96



Mastercard	Credit Cards	87	90
Google Wallet	Online Payments	88	79
Coors Light	Beer (Lt.)	89	84
USAA	Insurance	90	87
Impossible Foods	Plant-based meat substitute	91	85
Visa	Credit Cards	92	new
Macy's	Department Stores	93	95
Lyft	Rideshare	94	93
Estee Lauder	Luxury Cosmetics	95	97
Expedia	Online Travel	96	new
X (Twitter)	Social Networking	97	92
Taco Bell	Fast Casual Restaurants	98	new
T-Mobile	Wireless Providers	99	89
Wrangler	Apparel Retailers	100	new