



BkReAysD®

2025 Customer Loyalty Engagement Index



Airlines

Gold: American
Silver: Delta
Bronze: Jet Blue

Allergy: Oral Decongestants

Gold: Sudafed
Silver: Zyrtec-D
Bronze: Allegra-D

AI Chatbots

Gold: ChatGPT
Silver: Microsoft Copilot
Bronze: Google Gemini/Claude

App-Based Ride Share

Gold: Uber
Silver: Lyft
Bronze: Via

Allergy: Antihistamines

Gold: Claritin
Silver: Zyrtec
Bronze: Allegra

Athletic Footwear

Gold: Nike
Silver: Adidas
Bronze: New Balance

Allergy: Intranasal

Gold: Flonase
Silver: Nasacort
Bronze: Rhinocort

Automotive

Gold: Hyundai
Silver: Ford
Bronze: Toyota

Banks

Gold: Chase
Silver: Citi
Bronze: PNC

Beer (Light)

Gold: Coors Light
Silver: Michelob Ultra
Bronze: Miller Lite

Beer (Regular)

Gold: Heineken
Silver: Modelo
Bronze: Corona Extra

Bottled Water

Gold: Nestle Pure Life
Silver: Aquafina
Bronze: Dasani

Breakfast Bars

Gold: Nature Valley
Silver: Kind
Bronze: Kellogg's Nutri-Grain

Canned Soup

Gold: Campbell's
Silver: Progresso
Bronze: Healthy Choice

Car Rental

Gold: Enterprise
Silver: National
Bronze: Alamo

Casual/Fast Casual Dining

Gold: Chipotle
Silver: Panera
Bronze: Shake Shack

Coffee (Out-of-Home)

Gold: Dunkin'
Silver: McDonald's
Bronze: Peet's

Coffee (Packaged)

Gold: Dunkin'
Silver: Peet's
Bronze: Green Mountain

Computer Laptops

Gold: Apple
Silver: Dell
Bronze: HP/Asus

Cosmetics (Luxe)

Gold: Chanel
Silver: Dior
Bronze: La Mer/YSL

Cosmetics (Mass)

Gold: Sephora
Silver: L'Oreal
Bronze: Maybelline

Credit Cards

Gold: Discover
Silver: American Express
Bronze: Mastercard/VISA

Deodorants

Gold: Secret
Silver: Dove
Bronze: Degree

Energy Drinks

Gold: Red Bull
Silver: Monster
Bronze: 5-hour Energy

E-Readers

Gold: Kindle
Silver: Nook
Bronze: Kobo

Evening News – Network

Gold: NBC
Silver: ABC
Bronze: CBS

Evening News – Cable

Gold: FOX
Silver: MSNBC
Bronze: CNN

File Hosting

Gold: Google Drive
Silver: Dropbox
Bronze: One Drive

Firearms

Gold: Smith & Wesson
Silver: Glock
Bronze: Ruger

Flat Screen TV

Gold: Samsung
Silver: LG
Bronze: Sony

Gasoline

Gold: ExxonMobil
Silver: Chevron
Bronze: Shell

Headphones

Gold: Apple
Silver: Sony
Bronze: Bose

Hotels (Economy)

Gold: Microtel by Wyndham
Silver: America's Best Value Inn
Bronze: Days Inn/Red Roof Inn

Hotel (Midscale)

Gold: Drury
Silver: Best Western/ Wingate
Bronze: Best Western/Hampton Inn

Hotel (Upscale)

Gold: Kimpton
Silver: Omni
Bronze: Marriott

Hotel (Luxury)

Gold: Ritz Carlton
Silver: Waldorf
Bronze: Four Seasons/Grand Hyatt

Household Cleaners

Gold: Lysol
Silver: Clorox
Bronze: Mr. Clean

Ice Cream

Gold: Haagen-Dazs
Silver: Breyers
Bronze: Ben & Jerry's

Insurance – Car

Gold: State Farm
Silver: GEICO
Bronze: Progressive

Insurance – Home

Gold: Allstate
Silver: State Farm
Bronze: Farmers

Insurance – Life

Gold: State Farm

Silver: MetLife

Bronze: Northwestern Mutual

Lip Balm

Gold: Burt's Bees

Silver: Chapstick

Bronze: Carmex

Major League Sports

Gold: NFL

Silver: NBA

Bronze: MLB/NASCAR

Video Games

Gold: Grand Theft Auto V

Silver: Minecraft

Bronze: Legend of Zelda/Super
Smash Bros.

MFP Office Copier

Gold: Konica Minolta

Silver: Canon

Bronze: Xerox

Morning News – Networks

Gold: Today (NBC)

Silver: Good Morning America (ABC)

Bronze: CBS Mornings (CBS)

Morning News – Cable

Gold: Fox & Friends (FOX)

Silver: This Morning (CNN)

Bronze: Morning Joe (MSNBC)

Mutual Funds

Gold: Fidelity

Silver: T. Rowe Price

Bronze: Vanguard

Natural Food Stores

Gold: Trader Joe's

Silver: Whole Foods

Bronze: The Fresh Market

Online Brokerage

Gold: Fidelity

Silver: Schwab

Bronze: TDAmeritrade

Online Music

Gold: Spotify

Silver: Apple Music

Bronze: Amazon Music Unlimited

Online Payment Services

Gold: PayPal

Silver: Apple Pay

Bronze: Google Pay/Venmo

Online Retailers

Gold: Amazon

Silver: Walmart

Bronze: Etsy

Online Shoes

Gold: Zappos

Silver: Amazon

Bronze: Footlocker/Nike

Online Travel

Gold: Expedia

Silver: Booking.com

Bronze: Tripadvisor

Online Video Streaming

Gold: Netflix

Silver: YouTube

Bronze: Hulu/Amazon

Pain Relievers (OTC)

Gold: Tylenol
Silver: Advil
Bronze: Aleve

Parcel Delivery

Gold: UPS
Silver: FedEx
Bronze: USPS

Pet Food (Cats)

Gold: Mars (Iams)
Silver: Nestle (Purina One)
Bronze: Hill's

Pet Food (Dogs)

Gold: Nestle Purina (Purina One)
Silver: Mars (Pedigree)
Bronze: Hill's (Alpo)

Pharmacies

Gold: Walgreens
Silver: CVS
Bronze: Rite Aid

Pizza

Gold: Domino's
Silver: Papa John's
Bronze: Pizza Hut

Plant-Based Meat

Gold: Beyond Meat
Silver: Impossible Foods
Bronze: Raised & Rooted

Premium Cold Cuts

Gold: Boar's Head/Hebrew National
Silver: Oscar Meyer
Bronze: Hillshire Farms

Price Clubs

Gold: Costco
Silver: Sam's
Bronze: BJ's

Printers

Gold: HP
Silver: Canon
Bronze: Epson

Quick Serve Restaurants

Gold: McDonald's
Silver: Taco Bell
Bronze: Wendy's

Retail – Apparel

Gold: Levi Strauss
Silver: Zara
Bronze: Old Navy/Ralph Lauren

Retail – Department Store

Gold: Macy's
Silver: T.J.Maxx
Bronze: Kohl's

Retail – Discount

Gold: Dollar Tree
Silver: Dollar General
Bronze: Family Dollar

Retail – Home Improvement

Gold: Home Depot
Silver: Lowe's
Bronze: Ace

Retail – Sporting Goods

Gold: Dick's
Silver: Academy
Bronze: Big 5

Search Engine

Gold: Google
Silver: Bing
Bronze: DuckDuckGo

Smartphones

Gold: Apple
Silver: Samsung
Bronze: Google

Snacks – Potato Chips

Gold: Lay's
Silver: Pringles
Bronze: Ruffles

Snacks – Tortillas

Gold: Mission
Silver: Doritos
Bronze: Tostitos

Snacks – Cheese

Gold: Cheetos
Silver: Cheez-It
Bronze: Goldfish

Snacks – Corn

Gold: Cheetos
Silver: Fritos
Bronze: Bugles

Snacks – Pretzels

Gold: Herr's
Silver: Rold Gold
Bronze: Utz

Snacks – Nuts

Gold: Planters
Silver: Blue Diamond
Bronze: Wonderful

Social Networking

Gold: Facebook
Silver: YouTube
Bronze: WhatsApp/Instagram

Soft Drinks (Diet)

Gold: Diet Coke
Silver: Diet Pepsi
Bronze: Sprite Zero

Soft Drinks (Regular)

Gold: Coke
Silver: Pepsi
Bronze: Mountain Dew

Tax Preparation

Gold: Intuit
Silver: H&R Block
Bronze: TaxSlayer

Tablets

Gold: Apple
Silver: Acer
Bronze: Amazon

Tequila

Gold: Jose Cuervo
Silver: Patron
Bronze: Sauza/Don Julio

Ticketing Services

Gold: Ticketmaster
Silver: Live Nation
Bronze: Everbrite

Toothpaste

Gold: Colgate
Silver: Crest
Bronze: Sensodyne

Toys

Gold: Lego

Silver: Mattel

Bronze: Hasbro

Video Chat

Gold: Zoom

Silver: Google Meet

Bronze: Microsoft Teams/FaceTime

Vodka

Gold: Tito's

Silver: Smirnoff

Bronze: Grey Goose/Absolut

Whiskey

Gold: Jack Daniels

Silver: Jim Beam

Bronze: Royal Crown/Wild Turkey

Wireless Phone Service

Gold: AT&T Wireless

Silver: Verizon Wireless

Bronze: T-Mobile

Yogurt

Gold: Chobani

Silver: Yoplait

Bronze: Stonyfield/Oikos