

The 2025 annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 1,485 brands we assessed in a cross-category analysis of 145 industry categories identified in the 2025 Brand Keys Customer Loyalty Engagement Index.

BRAND	CATEGORY	2025	2024
Amazon	Online Retail	1	2
Google	Search Engines	2	25
Microsoft	Computers	3	32
Apple	Smartphones	4	1
Coca-Cola	Soft Drinks	5	81
Samsung	Smartphones	6	7
Paramount+	Streaming Video	7	74
ChatGPT	AI	8	40
TikTok	Social Networking	9	3
Levi Strauss	Apparel Retailers	10	8
Discover	Credit Cards	11	12
McDonald's	Quick Serve	12	31
Netflix	Video Streaming	13	5
PayPal	Online Payments	14	21
Dunkin'	Coffee	15	9
Disney+	Streaming Video	16	20
Hyundai	Automotive	17	11
Walmart.com	Online Retail	18	27
Toyota	Automotive	19	26
Domino's	Pizza	20	4
Trader Joe's	Natural Foods	21	13
Nike	Athletic Footwear	22	18
Home Depot	Retail Home Improvement	23	15
American Express	Credit Cards	24	19
Jeep	Automotive	25	33
Hulu	Video Streaming	26	35
Samsung	Computers	27	38
Ford	Automotive	28	17
Apple TV	Streaming Video	29	22
YouTube	Social Networking	30	6
Amazon	Video Streaming	31	16
WhatsApp	Instant Messaging	32	14
MSNBC	Cable News	33	24
Amazon	Tablets	34	34
Apple	Computers	35	43
Crest	Toothpaste	36	45
FOX	TV News	37	23
FedEx	Delivery Services	38	47
Subaru	Automotive	39	56
Modelo Esp.	Beer (Reg.)	40	67



Zappos	Online Retail	41	36
eBay	Online Retail	42	28
Zara	Apparel Retailers	43	51
AT&T Wireless	Wireless Providers	44	44
Delta	Airlines	45	55
HBO	Streaming Video	46	64
UPS	Delivery Services	47	39
Whole Foods	Natural Foods	48	37
Dick's	Sporting Goods Retail	49	41
Chobani	Yogurt	50	48
Acer	Tablets	51	49
Red Bull	Energy Drinks	52	50
Old Navy	Apparel Retailers	53	52
Chase	Banks	54	53
Mattel	Toys	55	10
Costco	Price Clubs	56	57
State Farm	Insurance	57	63
Spotify	Online Music	58	78
Verizon	Wireless Providers	59	59
New Balance	Athletic Footwear	60	65
Ralph Lauren	Apparel Retailers	61	61
Kia	Automotive	62	68
Dollar Tree	Discount Retail	63	69
GEICO	Insurance	64	60
Sam's Club	Price Clubs	65	73
Sephora	Cosmetics	66	46
L'Oreal	Cosmetics	67	62
Chevrolet	Automotive	68	79
T.J. Maxx	Department Stores	69	54
Colgate	Toothpaste	70	70
Lululemon	Apparel Retailers	71	82
CVS	Pharmacy	72	58
Konica-Minolta	MFP Copiers	73	77
Uber	Rideshare	74	71
Tito's	Vodka	75	30
Facebook	Social Networking	76	72
Chick-fil-A	Fast Casual Restaurants	77	86
Mastercard	Credit Cards	78	87
Lyft	Rideshare	79	94
Coors Light	Beer (Lt.)	80	89
SONY	Electronics	81	85
X (Twitter)	Social Networking	82	97
Smirnoff	Vodka	83	75
Vanguard	Online Investment	84	66
Square	Online Payments	85	80
Estee Lauder	Luxury Cosmetics	86	95



Pepsi	Soft Drinks	87	96
USAA	Insurance	88	90
NFL	Major League Sports	89	83
Beyond Meat	Plant-based meat sub.	90	76
Impossible Foods	Plant-based meat sub.	91	91
Apple	Tablets	92	29
Adidas	Athletic Footwear	93	99
Chipotle	Fast Casual Restaurants	94	42
iMessage	Instant Messaging	95	
Taco Bell	Fast Casual Restaurants	96	98
Visa	Credit Cards	97	92
Zoom	Video Chat	98	
Pinterest	Social Networking	99	
Macy's	Department Stores	100	88