

This year's rankings highlight brands whose customer loyalty engagement levels most closely align with consumers' Category Ideal, establishing an indisputable market hierarchy.

By combining Brand Keys' psychological modelling and higher-order statistical analysis, and bridging the gap between complex category AI deliverables and brands' go-to-market success, the study identified 42 primary Loyalty Leaders. While there are leaders in each of the 140 categories analysed, this year's list provides a much clearer picture of the powerhouse categories and brands able to truly separate themselves from the pack.

To learn your brand's ranking on the 2026 Brand Keys *Loyalty Leaders List* or for a customized diagnostic report, contact Leigh Benatar at leighb@brandkeys.com.

1	Amazon	22	Domino's
2	Microsoft	23	Chick-fil-A
3	Google	24	Uber
4	Apple	25	Mastercard
5	ChatGPT	26	Sephora
6	Samsung	27	AT&T Wireless
7	Coca-Cola	28	Delta
8	Netflix	29	Paramount+
9	TikTok	30	Home Depot
10	Walmart	31	Nike
11	PayPal	32	McDonald's
12	Disney+	33	Ford
13	American Express	34	eBay
14	Levi-Strauss	35	Crest
15	Discover	36	Whole Foods
16	Hyundai	37	Chase
17	Costco	38	Jeep
18	YouTube	39	UPS
19	Visa	40	Adidas
20	Spotify	41	Instagram
21	Toyota	42	Hulu