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Reader's Digest Reveals Most Trusted Brands in the United States for 2022

Prior experience is the most common indicator for trust in a brand, according to this year's Most Trusted Brands survey

Topline Findings

Washington, DC, February 15, 2022 – This year's Most Trusted Brands survey, run annually by Ipsos for Reader's Digest, looks at 40 product and service categories to uncover which brands Americans trust most. To be crowned the "Most Trusted Brand™" within its category, a brand had to receive a statistically significant higher number of mentions than any other brand in that category on an open-ended basis.* Some of the winning brands for 2022 for health and wellness categories can be found below. A future release will discuss the results from this survey for home and family product categories.

When asked how important trust is when considering whether to purchase a product within each of the provided health and wellness categories, consumers say it is most important when purchasing over-the-counter medications (77%), vitamins/supplements (72%), and personal care products (72%). This is particularly true for women, who are more likely than men to say trust is important when making purchases in these three categories. On the other hand, consumers say trust in a brand is least important when purchasing fitness products (46%), although it is more so important for men than women (50% vs. 43% of women). Across most categories, trust is more likely to be important when considering whether or not to purchase a product for people 40 and older, as well as middle- or higher-income consumers (defined as those with incomes of \$50,000+).

Among those who express at least one trusted brand in the following categories, there is significant willingness among consumers to purchase products online. This is particularly true for CBD products (74%), workout apparel (71%), and fitness trackers (67%). On the other hand, consumers show much less willingness to purchase health insurance (42%) online. Among this same group of people, few claim that celebrities or social media influence their purchasing decisions for health and wellness products, with them being most influential for CBD products (46% and 49%, respectively) and least compelling for over-the-counter medications such as pain relievers (18% and 19%, respectively).

When thinking about the attributes of a brand that would best compel consumers to trust that brand or not, prior experience is most important for many, including:

- Headache/pain relievers (69%)
- Hair care products (67%)
- Cough remedies (65%)
- Allergy relief products (64%)
- Cold/flu remedies (63%)
- Heartburn/antacids (63%)

* See "About the Study" section for more information on this methodology.





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- Healthy cereal (63%),
- Nutritional drinks or meal replacement products (57%)
- Multivitamins (56%).

Meanwhile, positive online reviews (52%) and overall reputation (54%) are the most important attributes for fitness trackers. Overall reputation is also one of the most important attributes when considering whether to trust a health insurer (67%). Finally, across all categories, roughly seven in 10 consumers say they feel good about having their family use their preferred brand. Trust in the brand also leads to a high level of consumers who say they would buy other products from the brand, particularly when it comes to workout apparel (80%), haircare products (79%), and cold/flu remedies (79%).

In the Health and Wellness category, some of the Most Trusted Brands for 2022 include:

Vitamins/Supplements

- Nutritional Drink/Meal Replacement: Ensure
- Multi-Vitamin: Centrum
- Herbal Supplement: Nature Made

Fitness

- Fitness Trackers: Fitbit
- Workout Apparel: Nike

Personal Care

- Haircare: Pantene

Over the counter remedies

- Allergy relief: Benadryl*
- CBD (cannabidiol): Charlotte's Web*
- Cold/Flu Remedy: Nyquil
- Cough Remedy: Robitussin
- Headache/Pain reliever: Tylenol
- Heartburn/Antacid: Tums

Other

- Healthy Cereal: Cheerios
- Health insurance: Blue Cross Blue Shield
- National Pharmacy/Drugstore: CVS Pharmacy

* Indicates a tiebreaker was needed to declare the winner





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About the Study

These are some of the findings of an Ipsos poll conducted between August 13 and September 3, 2021, on behalf of Reader's Digest. For this survey, a sample of 4,000 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "[river](#)" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The initial starting sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points for all respondents. The credibility interval will be wider among subsets of the population. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=4,000, DEFF=1.5, adjusted Confidence Interval=+/- 3.4 percentage points).

Winning brands were determined by absolute vote and confirmed to be significantly different from the other brands in the category. In any category where the winning brand was not significantly different from the other brands, a follow-up question was asked to determine the winner. The highest brand was designated a category winner only if it was statistically significant at the 95 percent confidence level, when compared to the next highest brand. Any categories where the winning brand is not significantly different from the other brands is considered a tie. For any tie, a built-in tiebreaker question was used to determine a winner. In the case of a continued tie, the number of original mentions for each brand were tallied and the one with the most was declared the winner.

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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