

IPSOS PRESS RELEASE **TRUST TRACK 2024**

The most trusted
corporations and institutions
in Malaysia

Thurs, 27th March 2025

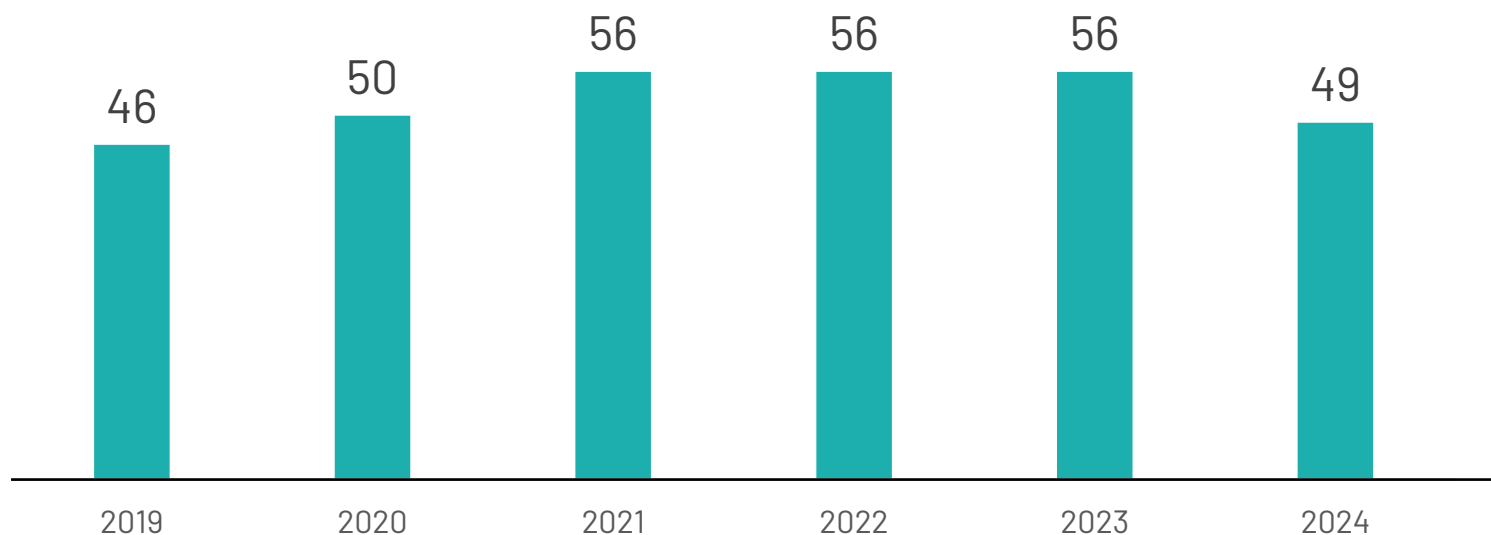
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Corporate & Institutional Trust

In 2024, Malaysians' level of trust towards corporates and institutions declines to 49, indicating a shift from the previous stability at 56 from 2021 to 2023.

TRUST INDEX

NET TRUST (Trust – Distrust)

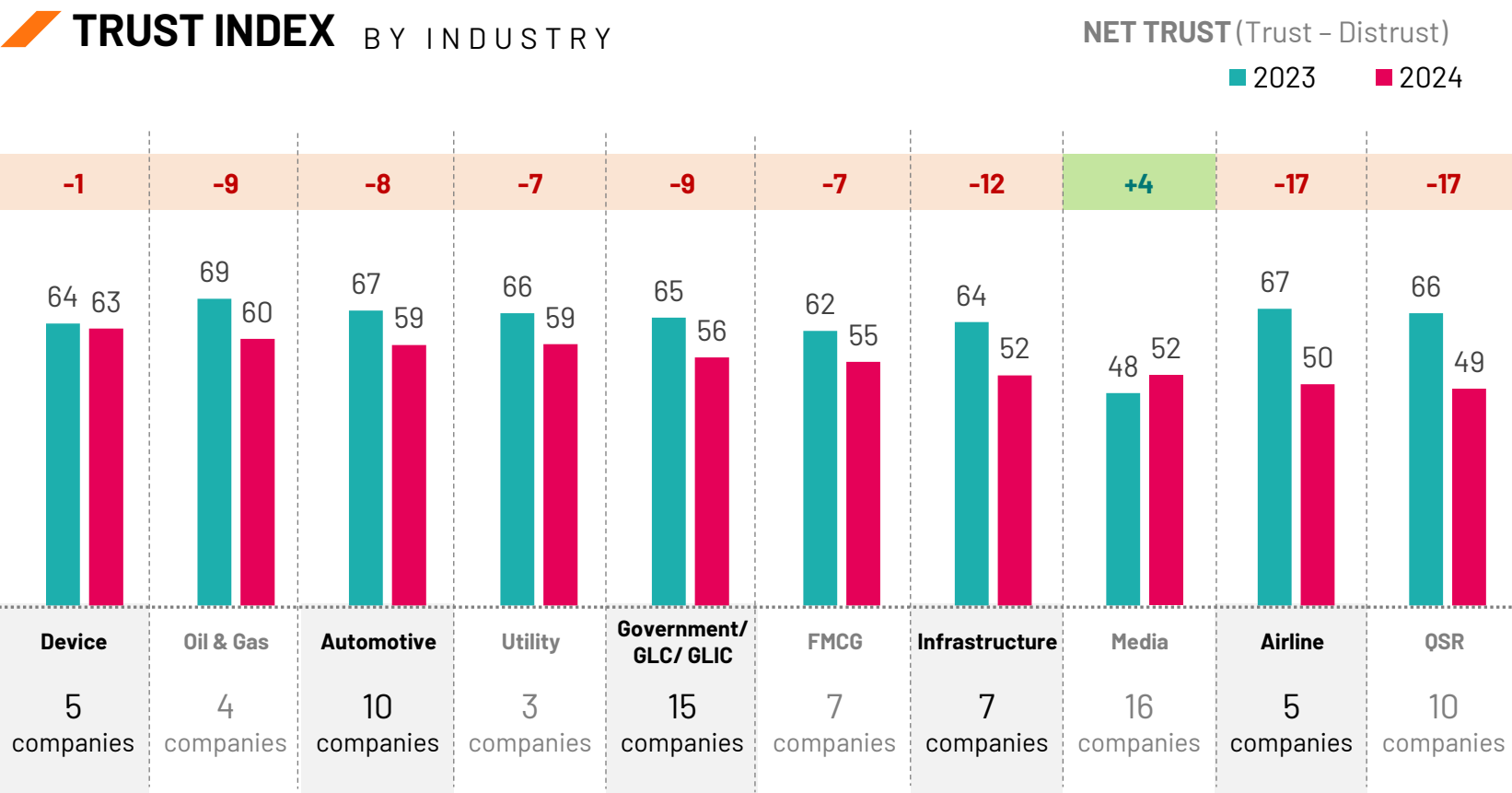


Aggregated across 160+ corporations across industries



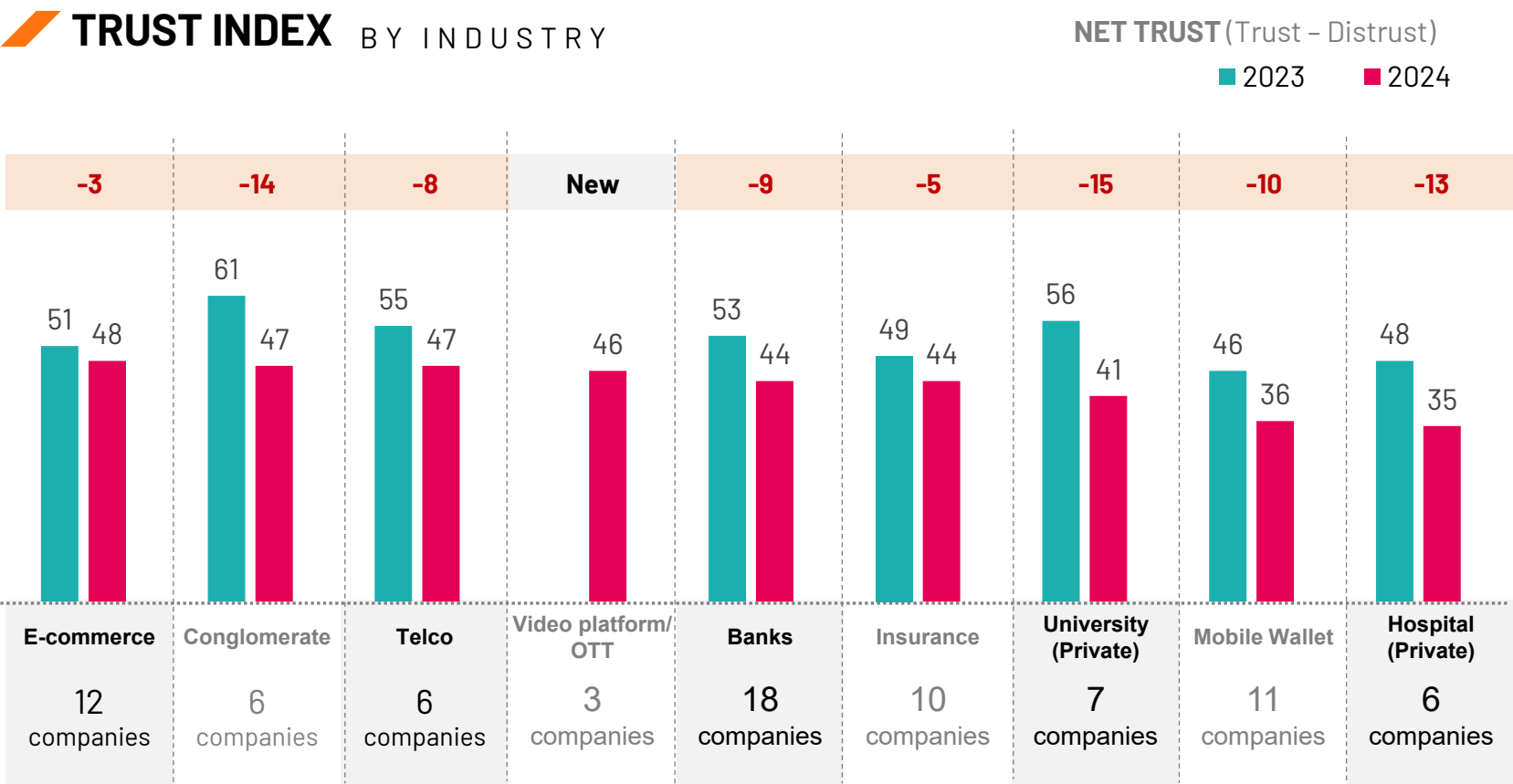
Corporate & Institutional Trust

Most industries experience a decline in their trust score, with the airline and QSR industries showing the most significant decline at 17pt. Media industry is the only exception with improved trust.



Corporate & Institutional Trust

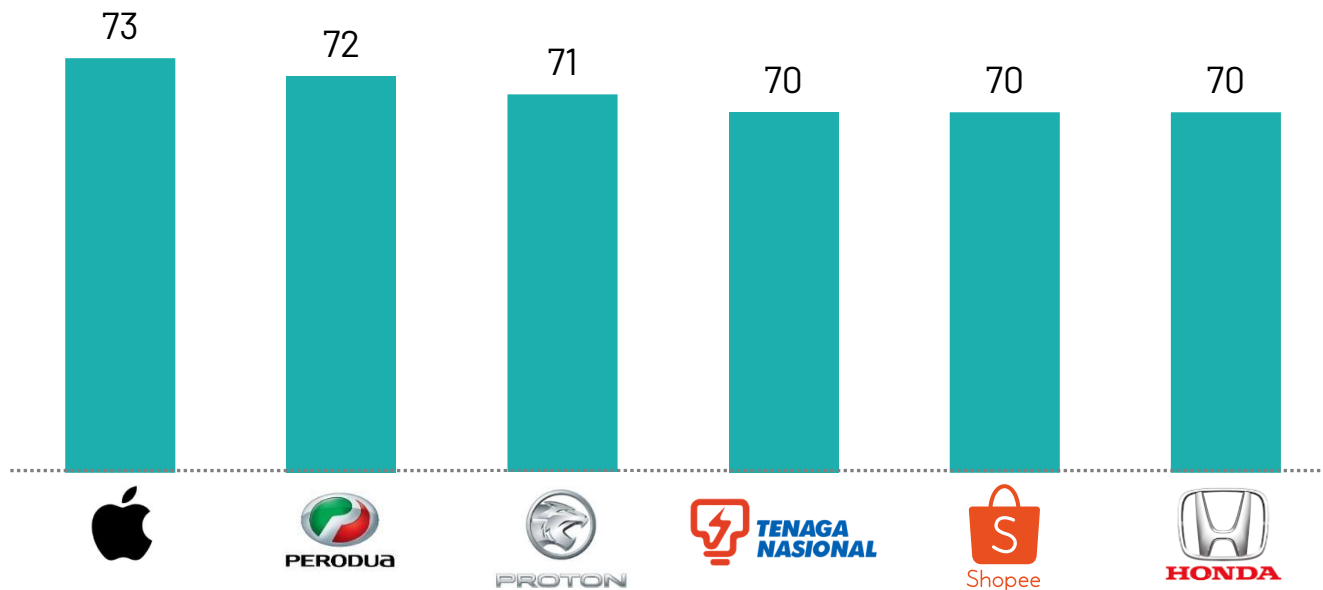
Conglomerate, private university and hospital industries also experience decline in trust.



Most Trusted Corporations / Institutions in Malaysia

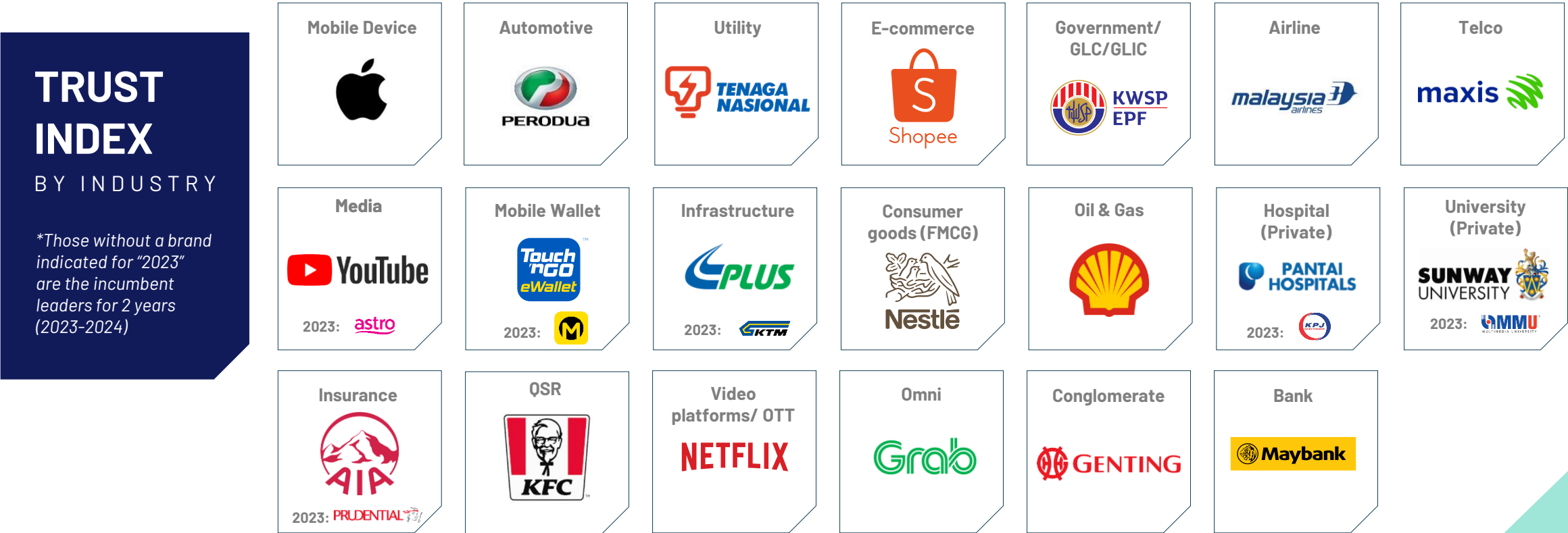
In 2024, Apple emerges as the most trusted entity among the 160+ brands covered in the Trust Track. Following closely are local automotive brands, Perodua and Proton. TNB, which was the most trusted entity in 2023, now shares its position with Shopee and Honda at a trust index of 70.

TRUST INDEX TOP 5



Most Trusted Company by Industry/ Sector

Majority of the incumbents managed to keep its position within their industry/ sectors. This year, PLUS is back to be the most trusted company in infrastructure and same goes to Touch n’Go in the mobile wallet category.





Ipsos Trust Track 2024

Our Ipsos Trust Track 2024 data reveals a significant shift in Malaysian consumer trust towards corporations. After three years of stability at 56 (2021-2023), overall trust has declined by 7pt in 2024. This year has seen a continuation of boycotts, impacting trust in corporations.

This decline is widespread, with airlines and Quick Service Restaurants (QSRs) experiencing particularly high trust deficits. However, there are bright spots. The media industry is a notable exception, showing increased trust levels. Device and e-commerce sectors demonstrated more resilience with a slower decline in trust, amidst a general downward trend observed across other essential services, including utilities, telecommunications, and FMCG.

The automotive industry is also noteworthy, with Perodua, Proton, and Honda ascending to the top 5 most trusted brands, indicating a shift of trust in a challenging year.

Trust is the foundation of a strong corporate reputation. It is important for corporations to continue building trust to strengthen its reputation among Malaysians.



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