



PRESS RELEASE

Ipsos Reveals BC's Most Loved Brands 2025

Leading the pack, Save-On-Foods has emerged as the "Most Loved Brand" in BC, followed closely by London Drugs and BC Hydro

Vancouver, BC – At this morning's kick-off of event for the Canadian Marketing Association Marketing Week 2025, Ipsos revealed British Columbia's Most Loved Brands for 2025. Leading the pack, Save-On-Foods has emerged as the "Most Loved Brand" in BC, followed closely by London Drugs and BC Hydro. This year's study underscores the significance of local brands in maintaining consumer trust during challenging times.

Kim Short, SVP at Ipsos, commented that, "Our findings highlight that 'Brand Love' acts as a critical driver of consumer loyalty and business success. By focusing on the emotional connections brands forge with their customers, we can uncover the keys to building sustainable relationships in the marketplace."

Top 10 Most Loved Brands:

1. Save-On-Foods
2. London Drugs
3. BC Hydro
4. A&W
5. Vancouver International Airport
6. Purdy's & White Spot (Tied)
7. BCAA
8. BC Ferries
9. Boston Pizza

The study's comprehensive methodology assessed brands across seven dimensions of brand love – Influence, Trust, Presence, Empathy, Leading Edge, Engagement, and Corporate Citizenship. With 2,200 consumers surveyed across the province, the results provide businesses with actionable insights to deepen consumer connections.

Businesses are invited to subscribe to the 2025 BC Most Loved Brands study to gain access to customized reports and consultations.





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For further information or to subscribe, contact Cameron McFadyen, Vice President Western Canada, at cameron.mcfadyen@ipsos.com

About Ipsos:

Ipsos is a global leader in market research and a pioneer in understanding consumer attitudes and behaviors. With innovative methodologies and deep insights, Ipsos helps brands build meaningful connections globally.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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