



PRESS RELEASE

Ipsos' Brand America report explains the international impact of an American brand image

Being an American brand could come with challenges in international markets, according to Brand America 2025, a new 10-country survey from Ipsos.

New York, September 18, 2025 - Brands are among the United States' most powerful economic and cultural exports. But the world they do business in is changing: In India, Brazil, Canada, and six other countries around the world, consumers are less likely to trust or buy a brand they perceive as American than one they view as international or local.

That's one finding from [Brand America 2025](#), an exclusive [Ipsos](#) report that reveals the challenges American businesses face in international markets and the path to winning global audiences back over.

"Iconic U.S. brands have long enjoyed global approval — but in a tense political climate, their national identity cuts both ways. Understanding how the world views the New America, and how those perceptions vary from market to market, is absolutely critical," said Clifford Young, President of Polling and Societal Trends, Ipsos U.S. Public Affairs.

The survey, which was fielded in the U.S. and nine other countries, finds that brands identified as "American" suffer an average 20-point drop in both purchase intention and trust among international shoppers.

"In our current environment, some U.S. brands are facing perceptual headwinds in global markets. This doesn't mean we need to panic. But we do need to quickly calibrate the likely behavioral impact of the shifting attitudes we are observing. There will be cases where leaders will need to make local adjustments to ensure their brands thrive," said Chris Murphy, president and Global Lead of Ipsos' Market and Brand Strategy.

For a closer look at the study and the brands most associated with America across markets, visit [our Brand America 2025 overview](#).

You can also learn more by exploring Ipsos' [Know the New America toolkit](#), which explains how brand managers and corporate reputation teams across CPG, retail, tech, healthcare, and other sectors can navigate shifts in public opinion and align their messaging with consumer priorities.



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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, and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

