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Ipsos reveals Canada's Most Influential Brands of 2025

Toronto, February 11, 2026 - [Ipsos](#), one of the world's leading market research and public opinion polling companies, in partnership with The Globe Media Group, Publicis and Canadian Marketing Association (CMA), today unveiled the 2025 Most Influential Brands in Canada report: the definitive analysis of the brands that shaped Canadian culture and consumer behaviour over the last twelve months.

Ipsos Canada's Steve Levy presented the findings at an exclusive reception hosted by The Globe and Mail, with guest speakers from Metro Inc., Knix, IKEA Canada, The Kraft Heinz Company, and more addressing over 400 marketing and branding professionals live at the Globe and Mail Centre in Toronto and many more virtually from across the industry.

Now in its 15th year, the Most Influential Brands study is built upon a representative survey of 6,700 Canadians. The data supports a ranking of over 100 brands across multiple categories, from established megabrands to newcomers, and the cultural, political, and structural factors that contribute to their influence on Canadian life.

Most Influential Brands in Canada 2025

1. Google (-)
2. Amazon (-)
3. YouTube (-)
4. Apple (-)
5. Facebook (-)
6. Costco (Back on the list, +5)
7. Walmart (-1)
8. Visa (+1)
9. Netflix (-2)
10. Tim Hortons (First time in the Top 10 since 2018, +2)

The Most Influential Brands report has historically measured influence across five core dimensions: Trustworthiness, Leading Edge, Engagement, Corporate Citizenship, and Presence. During the pandemic, two more emerged: Empathy and Utility. This year, the study evaluated an eighth dimension: True North, a measure of Canadian patriotism, pride, and perseverance.

"In 2025, Canadians started asking questions they hadn't needed to ask in decades: Where was this made? Who benefits from this purchase? In that chaotic geopolitical context, a Canadian identity was an advantage for brands," Levy said.



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“But trade wars, tariffs, and tightening budgets also meant that many Canadians had to put value ahead of their values. The brands with the strongest gains in influence managed to balance commitment to Canada with tangible economic benefits,” he added.

Study Highlights

As the AI race accelerated and geopolitical tensions became more apparent, some influential brands helped Canadians navigate trade wars, tariffs, and tightening budgets.

Google maintained its position as Canada's Most Influential Brand, successfully balancing its core functions with new innovations amid existential questions about information and advertising in an AI-first world. Throughout the year, Google launched game changing online and offline implementations of AI—from reducing red lights for Québécois drivers, to supercharging Google Search—and reinforced its influence across Canadian life.

Amazon retained its position at #2 in 2025, thanks to its staggering logistical infrastructure, a deep product ecosystem, and ever-expanding investments in entertainment. According to the Most Influential Brands survey, two-thirds of Canadians report using an Amazon product daily, and 68% say Amazon has changed the way they shop.

YouTube remained Canada's #3 Most Influential Brand in 2025. The immensely popular platform remains the go-to destination for entertainment, cooking recipes, product reviews, news, and much more. It also doubled down on infrastructure support for creators and refined YouTube Health in Canada, bringing authoritative first aid information from the Canadian Red Cross and other partners to millions of Canadians across the country.

Apple held on to the #4 spot. While competitors rushed to ship AI implementations, Apple moved slowly — but delivered on its perfectionist ethos with the M5 Mac series, iPhone 17, and Vision Pro refresh. A late-year Apple Intelligence update with Live Translation demonstrated that revolutionary technology remains Apple's signature.

Facebook remained at #5, with an influence on Canadian life that creators, advertisers and legislators couldn't afford to ignore. Between the continued success of its Ray-Ban smartglasses and the flagship "A Little Connection Goes a Long Way" ad campaign, Facebook focused squarely on innovation at a time when AI was changing how Canadians entertain themselves, how they connect with others, and who they trust.

Costco returned to the Top 10 at #6 in 2025. With more than 10 million card-carrying members in Canada, the wholesale retailer's nimble supply-chain maneuvering helped it dodge tariffs and pass savings to consumers. According to the Most Influential Brands survey, half of Canadians agree Costco understands their needs, compared to an average of 21%.

Walmart slipped one spot to #7 but remained a major influence on Canadian consumer behaviour, with a \$6.5 billion investment in modernizing and expanding its supply chain footprint. A new partnership with OpenAI enabled ChatGPT users to order products without leaving their conversation, while a partnership with Skip offered rapid delivery from over 300 stores nationwide.



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Visa climbed one spot to #8, translating its essential role in Canadian financial infrastructure into cultural currency through TIFF sponsorships, FIFA World Cup 2026 ticket lotteries, and grants for women-led Canadian small businesses.

Netflix fell two spots to #9, but maintained influence through new Canadian productions, a bevy of brand partnerships, and the discourse-dominating finale of *Stranger Things*, which brought the platform past 325 million global subscribers.

Finally, **Tim Hortons** entered the Top 10 for the first time since 2018 thanks to savvy marketing, a commitment to bringing meaningful and valuable initiatives to shoppers, and above all, a Canadian identity which resonated deeply in 2025.

Beyond the Top 10, several brands made significant gains in influence:

- **ChatGPT**, now a household name, consolidated its innovation with new product launches and aggressive investment in AI infrastructure.
- **Sephora** blended digital innovation with hyperlocal relevance as founding partner of the Toronto Tempo WNBA team.
- **No Frills** helped shoppers save money and distinguish tariff-related price increases.
- **Sobeys** leaned into True North with its "So Canadian" campaign.
- **Scotiabank** balanced financial trustworthiness with cultural sponsorship through charitable initiatives and its namesake arena.

To get the complete picture of how these brands wielded their influence, and how they earned their place in Canadians' hearts, minds, and wallets, read more [here](#).

For more information, visuals, or to arrange an interview with an Ipsos spokesperson, please contact:

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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 in 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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About Globe Media Group

Globe Media Group is a media and marketing company that empowers advertisers with solutions and content to influence ambitious Canadians. As the advertising arm of The Globe and Mail, Globe Media Group’s offerings are end-to-end across multiple platforms, including digital, video, podcasts, app, newspaper and magazines, as well as custom content and special events. Globe Media Group provides unparalleled access to influential audiences within trusted, premium environments, reaching 21.5 million monthly unique visitors through Globe Alliance and CNN.com —a premium digital network of the world’s best news, business and lifestyle sites. Globe Media Group also connects advertisers to 18.9 million weekly readers of The Globe and Mail, Canada’s most trusted news source. Each day, The Globe engages Canadians with award-winning coverage and analysis of news, politics, business and lifestyle topics. Learn more about Globe Media Group at globemediagroup.ca



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About Publicis Canada

Publicis Canada is one of the largest and leading communications agencies in the country with over 950 employees and offices in Toronto, Montreal, and Windsor. As a full-service agency, Publicis provides creative, strategy, production, data, and CRM solutions for brands across Canada and the US. Publicis Canada is part of Publicis Groupe SA.

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About the Canadian Marketing Association

The CMA is the voice of marketing in Canada, and our purpose is to champion marketing's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks, and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the Canadian Marketing Code of Ethics and Standards. We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels, and technologies. Our Consumer Centre helps Canadians better understand their rights and obligations. For more information, visit thecma.ca.

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