

TOP 100 (cont'd...)

- | | |
|-------------------------------|------------------------|
| 11 Microsoft | 56 Rogers |
| 12 MasterCard | 57 Uber Eats |
| 13 Instagram | 58 CAA |
| 14 Samsung | 59 CTV |
| 15 PC Optimum | 60 A&W |
| 16 Canadian Tire | 61 Giant Tiger |
| 17 ChatGPT | 62 Sony |
| 18 Pay Pal | 63 Triangle Rewards |
| 19 Tylenol | 64 Kellogg's |
| 20 WhatsApp | 65 Chapters/Indigo |
| 21 CBC | 66 Adidas |
| 22 McDonald's | 67 PC Financial |
| 23 Shoppers Drug Mart | 68 Kraft Heinz |
| 24 The Weather Network | 69 Global TV |
| 25 Spotify | 70 Twitter (X)/Twitter |
| 26 Amazon Prime Video | 71 FedEx |
| 27 President's Choice (Brand) | 72 AirBnB |
| 28 IKEA | 73 Burger King |
| 29 TikTok | 74 SnapChat |
| 30 Canada Post | 75 Nestlé |
| 31 Wikipedia | 76 American Express |
| 32 Uber | 77 Expedia |
| 33 Toyota | 78 Subway |
| 34 No Frills | 79 CIBC |
| 35 Coca-Cola | 80 Sobeys |
| 36 TD Canada Trust | 81 Bank of Montreal |
| 37 Bell | 82 LinkedIn |
| 38 Air Canada | 83 Apple TV + |
| 39 Telus | 84 KFC |
| 40 Colgate | 85 DoorDash |
| 41 Dove | 86 LG |
| 42 RBC | 87 Honda |
| 43 Scene+ | 88 Desjardins |
| 44 Nike | 89 Sephora |
| 45 Disney | 90 General Mills |
| 46 Pinterest | 91 Wealthsimple |
| 47 Home Depot | 92 Hyundai |
| 48 Pepsi | 93 Trip Advisor |
| 49 Scotiabank | 94 eBay |
| 50 Starbucks | 95 Air Miles |
| 51 Advil | 96 Aeroplan |
| 52 Disney + | 97 Kijiji |
| 53 Loblaws | 98 Sunlife Financial |
| 54 Provincial Gov't Lotteries | 99 Metro |
| 55 Nintendo | 100 Crave |

TOP 10 MOST INFLUENTIAL BRANDS

- | | |
|------------|----------------|
| 1 Google | 6 Costco |
| 2 Amazon | 7 Walmart |
| 3 YouTube | 8 Visa |
| 4 Apple | 9 Netflix |
| 5 Facebook | 10 Tim Hortons |

MOST INFLUENTIAL MIB BRANDS IN CANADA 2025



Over the last twelve months, Canadians found their nation in transition and a market in tension, consumers started asking questions they hadn't considered in decades: Where was this made? Who benefits from this purchase? What happens if the border closes tomorrow?

Call it a polycrisis or omnishambles, **but Canadians were in uncharted waters**. AI went from faraway to everyday, geopolitics worsened, but amidst the chaos, influential brands were invaluable as a source of economic, emotional, cultural, and even caloric stability.

For ten years, we measured influence across five dimensions: Trustworthiness, Leading Edge, Engagement, Corporate Citizenship, and Presence. During the pandemic, two more emerged: Empathy and Utility. And, in 2025, we identified an eighth dimension: **True North**, a measure of Canadian patriotism, pride, and values.

It's reflected in the **2025 Most Influential Brands in Canada** rankings: brands strongly associated with Canada gained influence. (Products needed to be *by* Canadians before they could #BuyCanadian). Even so, in the face of trade wars, tariffs, and tightening budgets, 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: **sentiment without savings didn't move the needle**.

To the 2025 Most Influential Brands in Canada – influence isn't merely popularity or profits. True influence is impact: the ability to shape consumer behaviour, cultural conversations, and the Canadian life. It's the difference between being recognizable and being unignorable.

2026 will bring its own trends, fads, challenges, opportunities, and innovations. But the key dimensions that contribute to influence – Trustworthiness, Leading Edge, Engagement, Corporate Citizenship, Presence, Empathy, Utility, and True North – are not going anywhere.

Steve Levy, Ipsos Canada

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CATEGORIES TESTED



Airlines



Online Retail



Automotive



QSR



CPG



Retail - General



Credit Cards



Retail - Grocery



Delivery



Social Media



Financial Institutions



Technology



Insurance



Telecom



Lottery



Video Streaming



Loyalty



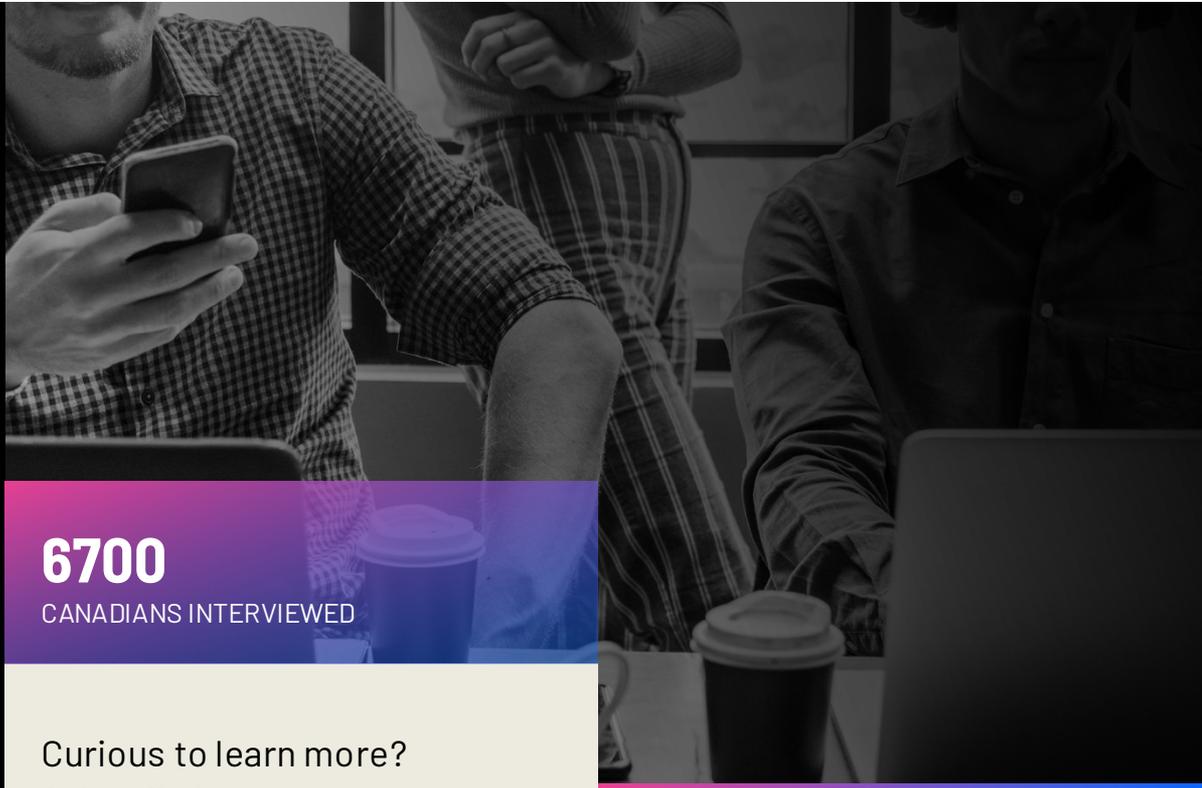
Investments



Media & Entertainment



Travel



6700

CANADIANS INTERVIEWED

Curious to learn more?

Subscribe!

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set. It includes a customized report with the drivers of influence and performance metrics for your brand and competitors.

In addition, reports will highlight where your brand needs to focus in order to increase your influence among Canadians.

Ranks for your brand and competitors in other countries might be available upon request.

For more information
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