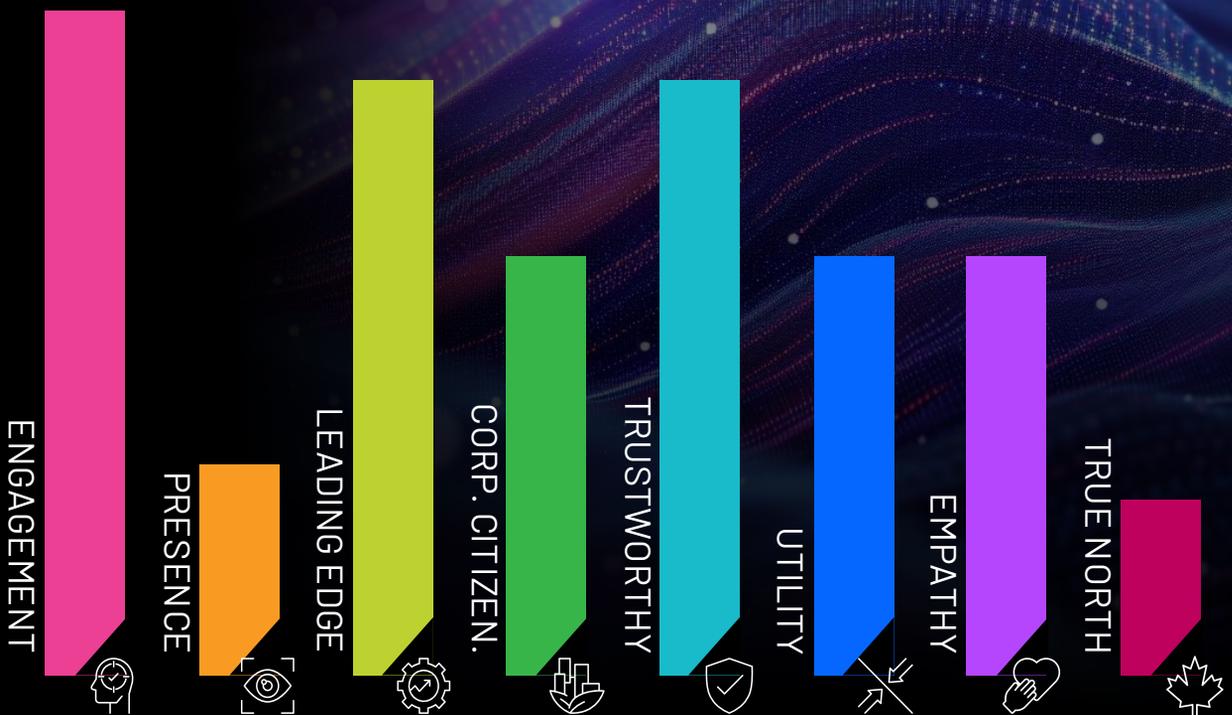


MOST  
INFLUENTIAL  
**MIB**  
BRANDS  
IN CANADA 2025

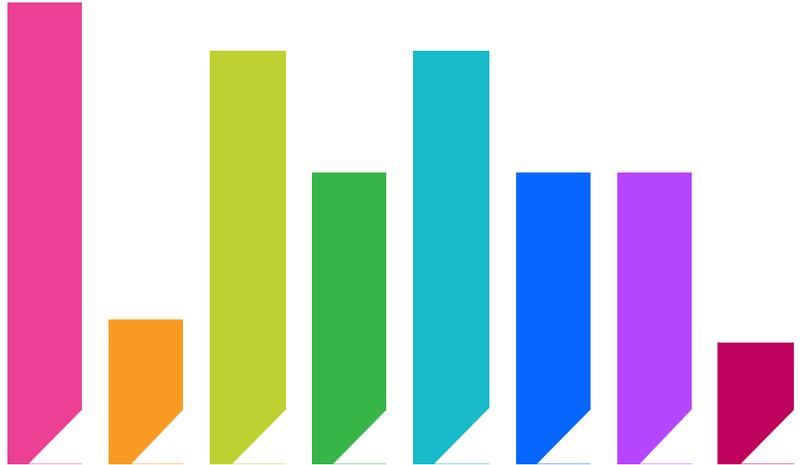


## Results from Ipsos' 2025 Study

Steve Levy, Ipsos Canada



# CONTENTS



Introduction .....	3
Dimensions .....	4
Influencers .....	6
Movers & Shakers .....	7
Top 10 Brands .....	13
Takeaways .....	24
About the Author + Ipsos .....	25
Subscription Form .....	28

# INTRODUCTION

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

Call it a polycrisis, call it an omnishambles, call it 2025. But whatever you call it, citizens, CEOs, and Canadians of all sorts were in uncharted waters. AI went from faraway to everyday. Geopolitics went from bad to worst-case-scenario. And through the chaos, influential brands were invaluable as a source of economic, emotional, cultural, and caloric stability.

This year marks our fifteenth annual Most Influential Brands report. 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 now, in 2025, we identify an eighth dimension: True North, a measure of Canadian patriotism, pride, and values. The degree to which these dimensions contribute to influence varies significantly by brand, by category, and by the macro environment they're operating within – but in 2025, True North contributed to influence, for some brands much more than others.

That's reflected in this year's 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.

Influence is complicated. The following ranking is not a popularity contest or a balance sheet, because influence is irreducible to viral trends or quarterly earnings beats. True influence is impact: the ability to shape consumer behavior, cultural conversations, and the Canadian life. It's the difference between being recognizable and being unignorable.

Read on as we reveal which brands wielded that influence most effectively, and how they earned their place in Canadians' hearts, minds and wallets. We'll walk through the key dimensions, explain how influence is changing, and just what it looks like in the best of times, the worst of times, and times like these.

# DIMENSIONS

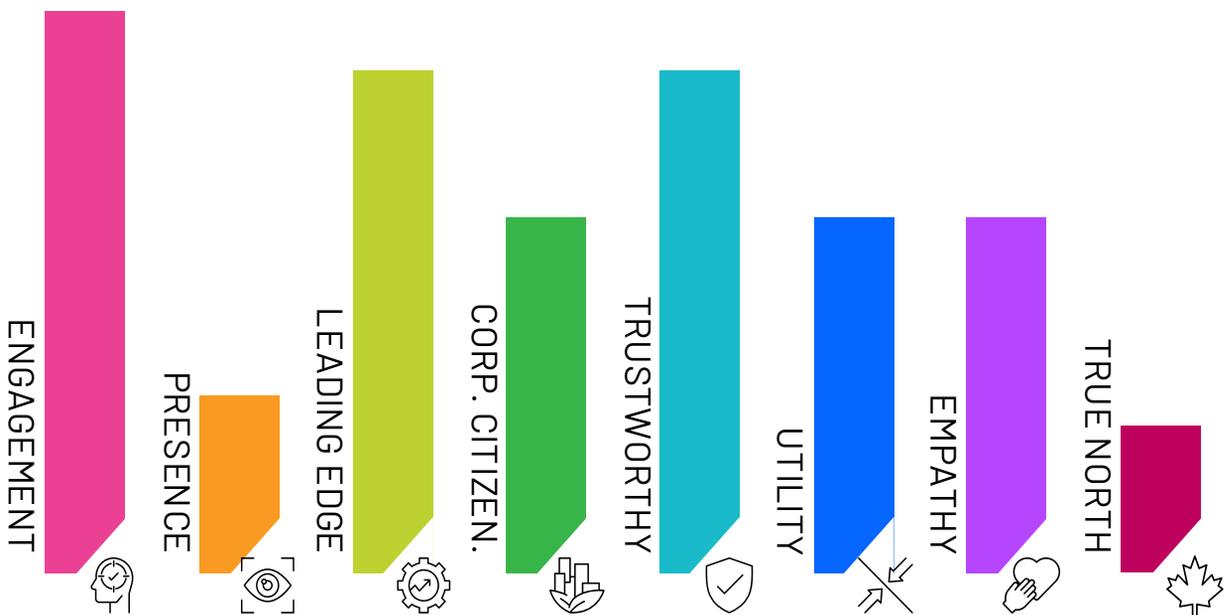
To fully understand how brands win, lose, or sustain influence, we need to understand what dimensions contribute to a brand's influence. This report considers eight of these dimensions: **Trustworthiness**, **Leading Edge**, **Engagement**, **Corporate Citizenship**, **Presence**, **Empathy**, **Utility**, and **True North**.

**Trustworthiness** tracks the degree to which Canadian consumers believe a brand will deliver on its promises, protect their interests, and operate with integrity. **Leading Edge** refers to the perception that a brand is innovative and ahead of the curve, while **Engagement** is an index for the community connections that a brand inspires.

**Corporate Citizenship** details a brand's commitment to social good and environmental responsibility, while **Presence** is a catch-all for the visibility and accessibility of a brand across channels and platforms. **Empathy** is a brand's ability to understand and relate to their audience, while **Utility** is a measure of the practical value they bring in day-to-day life.

And this year, we saw a new dimension emerge, **True North** —more on that in a bit.

Influence isn't monolithic. A brand can outperform on Utility while struggling with Trustworthiness. It can lead on Innovation but lag on Empathy. As such, these dimensions not only explain what contributes to brand influence today, but illustrate the actions that brands can take to become even more influential tomorrow.



# TRUE NORTH

For much of this study's history, a Canadian image mattered most for heritage brands that dealt in nostalgia. But in 2025, national identity went from afterthought to a consumer priority. That's why this year's report includes **True North**, a new dimension that accounts for Canadian pride, patriotism, and patronage.

True North's contribution varied significantly by category and strategy. Regional food and grocery brands performed strongly, thanks to their local presence and ability to follow through on domestic sourcing. Global tech platforms faced the inverse challenge: despite strong investments in Canadian talent, infrastructure, and content, they couldn't make a claim to Canadian identity like domestic brands.

All the same, True North had clear limits. Tariffs and trade wars may have reignited Canadian values, but they also tightened household budgets, putting a premium on value itself. Consumers wanted to #BuyCanadian in 2025, but that didn't mean they wanted to compromise on cost, quality or convenience. The brands that made the most of a True North groundswell were those that delivered value without losing sight of Canadian values.



# INFLUENCERS

## UNDER THE INFLUENCE OF INFLUENCERS

Over the last decade, influencer marketing has had a significant impact on how Canadians discover products, how they decide what to buy, how they spend their time, and who they trust. To some degree, influencers have changed the nature of influence.

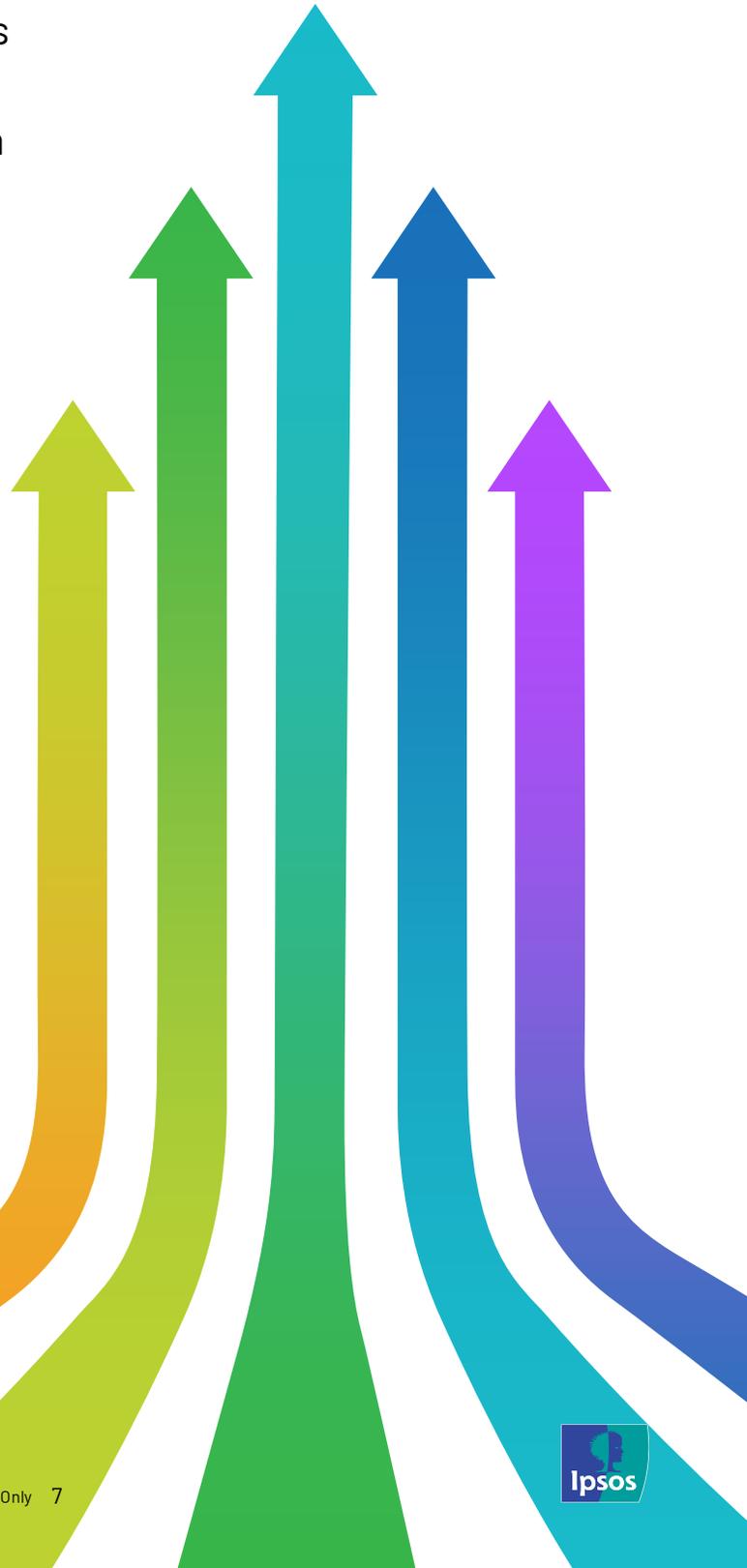
In 2025, many brands continued to tap creators who had built audiences through authenticity, expertise, or entertainment value, from conventional celebrities to financial services “finfluencers.” Some brands drew on international figures (just look to the incredible popularity of K-Pop in Canada). Others went hyperlocal. But the most successful campaigns were those that went beyond product placement or affiliate links and looped creators into the heart of the creative process.

Both new social media regulations and the explosive growth of AI-generated content could change what this landscape looks like and where it takes place. But such forces are unlikely to change Canadians’ underlying demand for relatability, creativity, and humanity – or in other words, for influencers.



# MOVERS & SHAKERS

This year's Movers and Shakers demonstrated how a keen understanding of the Canadian marketplace can propel new challengers and familiar faces alike to new heights.



# MOVERS & SHAKERS



## ChatGPT

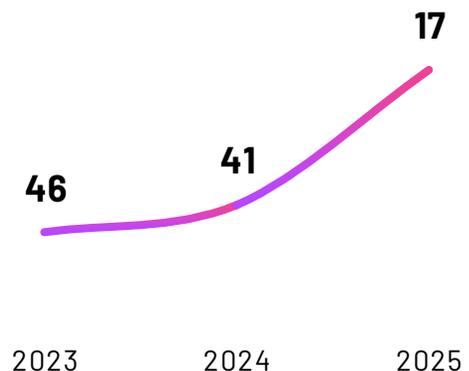
It's the ultimate branding coup: becoming a verb. Just as Canadians Google a question or Uber to the airport, they now ChatGPT.

If OpenAI's flagship product has become a generic term for on-demand intelligence, then that reflects not only its considerable first-mover advantage, but the continued strength of its flagship product. By some accounts, AI is the most rapidly adopted technology in recent history – and with a staggering [800 million weekly global users](#). ChatGPT is the first AI that many Canadians think of when it's time to draft an email, debug some code, or understand a complex topic.

In 2025, OpenAI was focused on growing that user base by strengthening its **Leading Edge** capabilities. There were some bumps along the way: the long-anticipated launch of GPT-5 was [met with a muted reception from some industry analysts](#), and some backlash from users who had [grown attached to GPT-4's personality](#). But the company continued to roll out improvements (including [GPT-5 Pro for power users](#)), and expanded from chatbots to autonomous agents with [ChatGPT Atlas](#), a new AI-enabled web browser that allows the AI to assist users across websites.

Even with its headstart, ChatGPT now faces stiff competition from Google, Anthropic, and the rest of the tech world. But with strong influence and aggressive capital expenditure – including a [historic \\$100 billion partnership with NVIDIA](#) to power the next generation of models – OpenAI is in it to win it.

**CHATGPT**  
TRENDING MIB RANK



# MOVERS & SHAKERS



In 2025, Canadians said yes to No Frills.

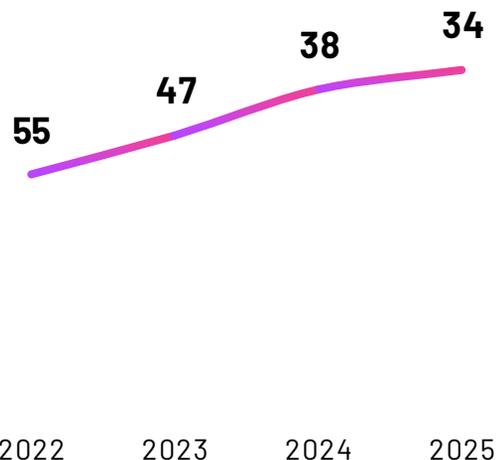
The Loblaw-owned discounter has always been a top destination for minimalists and the price-conscious (and accordingly, a strong performer in challenging economic climates.) But in 2025, it used transparency to help Canadians navigate geopolitical and macroeconomic angst. The introduction of [the “T” symbol](#) – a simple icon inside a white triangle – helped shoppers distinguish between standard inflation and price hikes caused specifically by trade measures, empowering them to vote with their dollars (i.e., choose from an expanding set of non-U.S. alternatives.)

All the while, No Frills was testing formats and tech that made frugal shopping faster. A [pilot program at three downtown Toronto locations](#), exclusive to PC Optimum members with at least 30,000 lifetime points, streamlined the shopper journey with dedicated lanes for quicker checkouts and other amenities.

In 2025, No Frills also extended its **Corporate Citizenship**. With their [Get to Give Days](#) campaign, Loblaw and No Frills matched checkout donations up to \$2 million for Power Full Kids, a charity that operates in more than 2,200 schools nationwide to fight hunger and teaching important culinary skills.

That no nonsense, no compromise approach has set No Frills up for further growth in 2026.

**NO FRILLS**  
TRENDING MIB RANK



# MOVERS & SHAKERS

## Scotiabank®

In 2025, Scotiabank tracked a [striking data point](#): Canadians spent an average of 18 hours per week worrying. That economic context inspired a breakthrough [ad campaign](#), which answered the most impolite question in polite conversation—“how much do you make?”—with the bank’s longtime tagline: “You’re richer than you think.”

In a year when Canadians were preoccupied with various anxieties (economic and otherwise), Scotiabank’s marketing went to great lengths to demonstrate **Empathy**, a dimension which contributed significantly to its influence. And rather than retreating to traditional banking messages of stability and security altogether, Scotiabank balanced its strong **Trustworthiness** and **Utility** with cultural sponsorship and community investments designed to meet Canadians where they were.

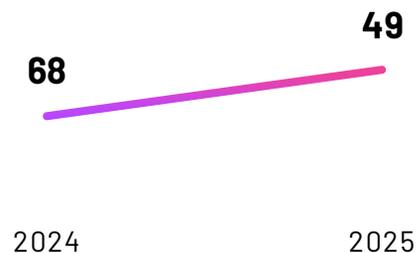
Part of that was entertainment. There was Scotiabank’s namesake arena in Toronto, which announced a new partnership with [World Wrestling Entertainment in November](#), capping off a year of high-profile bookings (including multi-night runs by Burna Boy and Calgary’s own Tate McRae). There was Scotiabank’s sponsorship of the Osheaga Music Festival in Quebec. And there was Scotiabank’s [continued support](#) for women’s hockey, from youth leagues up to the PWHL.

Each of these gestures boosted Scotiabank’s influence on crowds that skew younger and more culturally engaged than typical banking demographics, without compromising the stability and trust that Scotiabank conveys through traditional channels.

2025 also saw Scotiabank scaling up its community investment through its ScotiaRISE initiative, including a [\\$3 million commitment](#) to economic opportunity and workforce development [in Atlantic Canada](#), the bank’s largest annual investment in the region to date.

That goodwill goes hand-in-hand with a strong reputation as an employer: [LinkedIn’s 2025 Top Companies list](#) ranked Scotiabank as the #1 workplace in Canada for career growth, and was named as a Rising Star for Google’s Measurement and Analytics award in 2025. That matters not just for recruiting, but for customer perception: banks that can’t retain talent struggle to maintain quality service, trust, and ultimately, influence.

### SCOTIABANK TRENDING MIB RANK



# MOVERS & SHAKERS



In 2025, Sobeys found that its Canadian identity could be a competitive advantage in a crowded grocery market. As trade tensions escalated, the grocer leaned into **True North** patriotism with good judgement and even better timing.

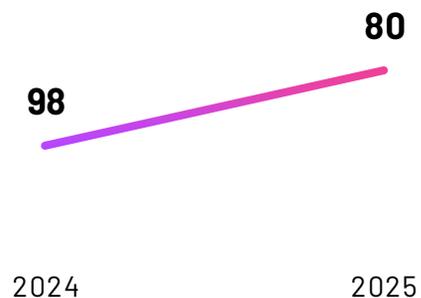
Case in point: Sobeys launched its [“So Canadian” campaign](#), a showcase for Canadian grocery goods, during the February 15 Canada-U.S. hockey match. The campaign worked because it offered an outlet for genuine consumer sentiment: Canadians wanted to #BuyCanadian, and Sobeys made it possible.

Throughout 2025, Sobeys made **Engagement** a priority: its the [“Feed The Dream” campaign](#) invited Canadians to share their stories for a chance to win grocery prize kits. Their efforts also tapped into the diversity of Canadian cultural life, including a partnership with Giants of Africa and the MLSE Foundation to open a [new basketball court in North Preston, Nova Scotia](#).

All that patriotism wouldn't mean much if it weren't backed by practical business moves. Sobeys brought that, too – in particular, a big [distribution deal with Canco Petroleum](#), which will extend its reach into high-frequency convenience stores and other retail channels where competitors have limited presence.

Sobeys is betting that consumers will reward these investments with long-term loyalty. Time will tell, but Sobeys' strong gains indicate just how influential the kitchen pantry can be during a cost-of-living crisis. It also reflects something deeper: that influence requires a real understanding of value and values.

## SOBEYS TRENDING MIB RANK



# MOVERS & SHAKERS

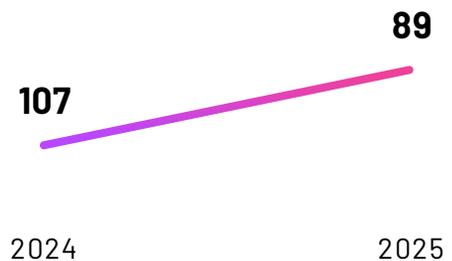
## SEPHORA

Economists like to cite the "Lipstick Index": the notion that consumers buy affordable luxuries for a morale boost during economic downturns. In 2025, Sephora proved that principle is alive and well – provided you have the right omnichannel strategy.

The retailer sustained a leading position in Canada's beauty market by blending digital innovation with hyperlocal cultural relevance. As the first founding partner and [official beauty partner](#) of the Toronto Tempo, Canada's first WNBA team, Sephora bolstered its **Engagement** and extended its influence in the growing audience for women's basketball. Later, its ["Holiday Hints" campaign](#) made clever use of its loyal customer base, transforming customer wish lists into targeted ads across Canadian cities.

2025 even brought a [partnership with Uber](#), which offered on-demand product delivery via Uber Eats: instant gratification for Canadians' beauty routines. With [40 million Beauty Insider members](#) across North America and a new ["Sephora Squad Canada"](#) to foster engagement from local creators, Sephora has built a remarkable base for future growth.

### SEPHORA TRENDING MIB RANK



# TOP 10 BRANDS



In 2025, influence was complicated, it was about more than share prices, share of voice, or even market share. Canada's Top 10 Most Influential Brands climbed the ranks or held onto their positions by shaping the very fabric of Canadian society – true influence is impact. Read on to learn how these brands were unignorable.

# #10

## TOP 10 BRANDS

### Tim Hortons<sup>+2</sup>

"How come we never talk about the Canadian dream?" That's the question Tim Hortons asked in [one 2025 campaign](#), which paired Kiefer Sutherland's urbane narration with roadside vignettes from across the provinces.

Aired during CHL playoffs, the ad was simple in concept and execution. It was hardly the first time Tim Hortons had lined up a cosign from a Canuck celebrity, and certainly not the first time it'd made an appeal to civic pride. But in 2025, moments like these hit close to home, helping Tims break into the Top 10 for the first time since 2018.

Tims found ways to influence and engage Canadians beyond the drive-thru in 2025, from a (characteristically cheeky) [Ryan Reynolds campaign](#) to a [holiday pop-up](#) at the CF Toronto Eaton Centre during the holidays. They even took a page from the streaming playbook with a [2025 Year in Review report](#). (For the record: Apple Fritter topped the donut charts, while the Double Double remained Canada's coffee of choice.)

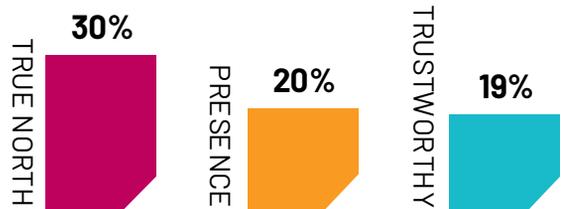
But Tims' arrival on the leaderboard reflects more than smart marketing. The brand is practically omnipresent at highway turnoffs and city corners, with a brick-and-mortar breadth that reinforces its cultural footprint. (68% of Canadians say they see Tims everywhere – and in their eyes, its **Trustworthiness** and **Presence** is on par with global brands and retail giants).

This year, it went further to bring meaningful and valuable initiatives to shoppers, including a [loyalty program merger with Canadian Tire's](#) Triangle Rewards, which brought 12 million new members into the fold. More importantly, Tims' followed through on its patriotic brand image with a [commitment to using Canadian eggs](#) – the sort of line item that carries major weight in an era of supply chain scrutiny.

From Canadian eggs to the Canadian dream, Tims' ingredients may have been simple, but the message was clear.

INFLUENCE INDEX

202



## NETFLIX - 2

In two and a half decades, Netflix went from mailing DVDs to shaping how visual culture is financed, distributed, and discussed. The brand's influence is now unmistakable, from the small screen to small talk. One in three Canadians agree that it's forever changed the consumer landscape. And as of late, it's had even bigger plays in mind: namely, [an offer to buy Warner Bros. Discovery](#), which would upend Hollywood and transform the streaming landscape as we know it.

But in 2025, Netflix's mergers went beyond the boardroom. It doubled down on brand partnerships, from crossovers with [Wendy's and Cheetos](#) for season two of Wednesday, to tie-ins with [Target and Coca-Cola](#) for the final season of Stranger Things. Its influence, in turn, went beyond the living room. Netflix held a traditional [theatrical release for Frankenstein](#), which proved to be one of the year's biggest critical hits. The platform was also a mainstay at Canadian fan conventions and in-person events, boosting its **Engagement** and share of voice through shared experiences.

Of course, Netflix needed big hits in 2025. It continued its crackdown on password sharing, [and raised prices](#) at a time when many consumers have cut back on discretionary expenses. While Netflix remains a very influential brand in Canada, these factors may have contributed to a two-place drop in this year's rankings.

But Netflix reinforced its local influence through investment in Canadian productions like North of North, a sitcom about a young Inuk woman's life in an Arctic community, and Who Killed the Montreal Expos?, an exclusive documentary on the MLB team's demise. Between these productions, the discourse-dominating finale of Stranger Things, and the surprise success of K-Pop Demon Hunters, Netflix was able to keep subscribers hooked even as the bill went up, leaping past [325 million global subscribers in 2025](#). That's only a plot twist if you weren't paying attention.

### INFLUENCE INDEX

**213**

LEADING EDGE

**19%**


ENGAGEMENT

**18%**


TRUSTWORTHY

**17%**


# #8

## TOP 10 BRANDS

# VISA +1

How does a payment processor go from Canadian dollars to cultural currency?

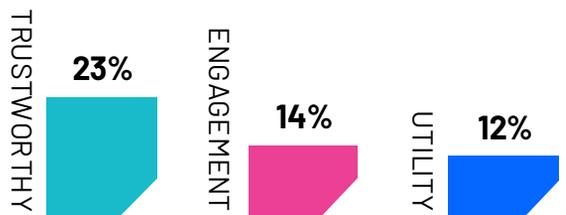
Visa's essential role in Canadian life goes without saying: when we surveyed Canadians for this report, nearly half said they'd used it earlier that day. It provides the infrastructure for how we earn and spend, processing millions of debit and credit transactions each day and shaping both personal finance and national macroeconomics. In 2025, Visa continued to ensure that these services were secure and streamlined, from tap-to-pay kiosk to online remittance – a single-minded focus on **Utility** and **Trustworthiness** that contributed to its strong influence.

**Utility** alone doesn't translate to cultural clout, but Visa's singular standing in the Canadian economy has helped it make inroads into the experience economy. And in 2025, Visa had something for everyone (so long as they were a cardholder). As a 28-year sponsor of the Toronto International Film Festival, Visa offered exclusive access to screenings and events, connecting financial services to cultural cache. Similar initiatives around FIFA World Cup 2026 ticket lotteries positioned Visa as the payment method that unlocks experiences, not just purchases. And for the rest of us? Well, there were points and perks.

That emphasis on **Engagement** was a win-win strategy in 2025: both a brand-building initiative, and a business in its own right. But the most substantial gesture was Visa's grants for women-led Canadian small businesses, addressing a documented gap in startup financing while building goodwill with entrepreneurs who become long-term customers. It's the kind of initiative that made it clear exactly how Visa finances the Canadian way of life.

INFLUENCE INDEX

215



# #7

## TOP 10 BRANDS

### Walmart -1

In 2025, millions of Canadians went in search of “Everyday Low Prices” – a promise that Walmart Canada backed with one of the most sophisticated supply chains in retail. That uncompromising focus on cost, convenience and consistency has earned Canadians’ trust and made the superstore chain a mainstay on the Most Influential Brands list.

This year, however, Walmart Canada was committed to winning on more than price. Perhaps the buzziest news was a **Leading Edge partnership with OpenAI**, which enabled ChatGPT users to go from searching for a product to ordering from Walmart without so much as switching tabs from their chatbot conversation. Less-discussed was how Walmart leveraged ChatGPT to power a new recommendation system on Walmart.ca, which analyzes complex factors – dietary needs, allergens, and purchase history – to suggest the best possible substitute when a grocery item is out of stock. This remains one of the earliest implementations of generative AI in the retail sphere, and is considerably more practical than the chatbot applications that some competitors rushed to market.

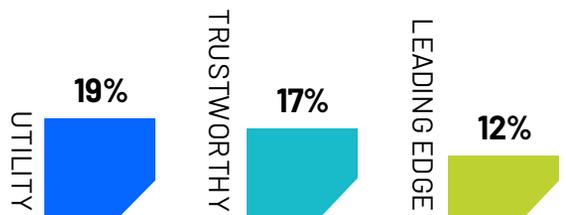
The real story, however, was the **impressive \$6.5 billion that Walmart Canada put towards modernizing and expanding its supply chain footprint**, including five forthcoming superstores and the high-tech Vaughan Distribution Centre. In 2025, this boosted Walmart’s efforts to blur the line between brick-and-mortar and one-click shopping through doorstep service.

A **partnership with Canadian service Skip** offered rapid delivery from over 300 stores nationwide, and addressed Walmart’s primary competitive threat: Amazon’s relentless push toward same-day delivery. By narrowing the speed gap while maintaining price advantages, Walmart is betting it can defend its leading position on **Utility** even as ecommerce slants our shopping habits toward instant gratification.

The challenge is that value alone no longer guarantees influence. Costco offers quality at scale, Amazon offers speed, and No Frills offers transparency. While Walmart still has an advantage on overall breadth, the competitive dynamics are tighter than they’ve been in years. But the \$6.5 billion investment indicates that Walmart Canada is playing for keeps.

INFLUENCE INDEX

228



# #6

## TOP 10 BRANDS



If you want to see what influence looks like, go to Newmarket, Ontario at 6:00 a.m.

When Costco opened its new 166,000-square-foot warehouse there in [August 2025](#), shoppers braved massive lineups and crowds just to attend the ribbon-cutting. A line wrapped around the block; employees cheered while members entered the store. The scene looked more like a megafestival than a retail opening: strong evidence that the superstore's **Engagement** is very strong.

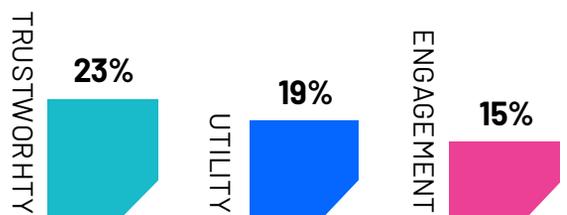
Costco has always had its fair share of loyalists, with more than 10 million card-carrying members in Canada. But in 2025, trade tensions, shrinkflation, and economic pressure were compelling new reasons to go wholesale. Some nimble supply-chain maneuvering from the [Kirkland Signature brand](#) helped Costco dodge tariffs and pass savings to the consumer. That's the sort of behind-the-scenes efforts that shoppers don't see, but absolutely feel at checkout, with half of Canadians agreeing that Costco understands consumers' needs (compared to an average score of 21%). Costco also understood consumer trends over at the food court: Combo Calzones or Dubai chocolate, anyone?

A new partnership with Affirm allowed members to finance larger purchases, proving that the warehouse giant could meet modern expectations. But the Newmarket opening (and the fervor around it) demonstrates something essential about Costco's influence: it's not just about low prices. It's about a shopping experience that feels abundant, communal, and above all, reasonable — even if it can be a bit of a scavenger hunt.

With four new locations in 2025, including [two specialized Business Centers](#), Costco was able to bring that blend of quality, quantity, and \$1.50 hot dogs to more Canadians than ever before. And in 2025, that was worth buying in bulk.

INFLUENCE INDEX

245



# #5

## TOP 10 BRANDS

### facebook / unchanged

In February, when Ottawa [ended its boycott](#) to spend nearly \$300,000 on Facebook and Instagram campaigns, the signal was clear: if you want to reach Canadians, you still have to go through Meta.

Despite the rise of new platforms and the persistence of debates about the social impact of social media, Facebook remains the digital town square of Canada. That influence continues to be rooted in powerful **Engagement**: it is simply too deeply integrated into the social fabric to be ignored by creators, advertisers or legislators.

In 2025, Facebook boosted its **Presence** with its own marketing: “A Little Connection Goes a Long Way,” the brand’s first major campaign in four years, moved away from generic “big tech” messaging to focus on emotional, human-centric stories. All the while, Facebook saw continued product-side successes across its portfolio – from the strong **Utility** of Facebook marketplace, to the **Leading Edge** innovation that made its Ray-Ban collaboration [one of the greatest hits in spatial computing to date](#).

It’s no mystery where it wants to go next. As AI hype hit a fever pitch in 2025, Mark Zuckerberg’s pursuit of top AI talent for Meta’s [“Superintelligence” lab was downright ruthless](#). Chatbots and image-generation tools have now been integrated across Meta’s platforms, contributing both to its **Leading Edge** image and to a fair share of backlash.

Whether this bet will pay off – for Zuckerberg, and for Canadians – is an open question. But Meta has good reason to make its AI ambitions mission-critical, given that these technologies are poised to change how we entertain ourselves, how we connect with others, and who we trust.

Instagram head Adam Mosseri touched on these tensions with a [New Year’s Eve post](#) on deepfakes, disinformation, and decentralization: “Authenticity is becoming a scarce resource... Power has shifted from institutions to individuals.” The trillion-dollar question is what influence looks like in that landscape – and the role Facebook will play within it.

INFLUENCE INDEX

252

ENGAGEMENT

20%



LEADING EDGE

19%



PRESENCE

13%



# #4

## TOP 10 BRANDS



/ unchanged

Sometimes, influence is designed in Cupertino, assembled in Zhengzhou, and sold in Saskatchewan. We're talking, of course, about Apple, which held steady at fourth place in 2025.

In a year when AI enthusiasm verged on mass hysteria, the brand's perfectionist ethos meant moving slowly. While competitors rushed to ship ambitious algorithms and chase chatbot dreams, Apple spent most of the year with the "Genmoji" custom emoji creator as its flagship AI offer. As [Siri was outflanked by LLM-powered agents](#), Apple faced competition on basic capabilities unlike any it's seen in the last decade. (And this was before the controversial ["Liquid Glass" UX redesign hit iOS and MacOS.](#))

But that didn't keep Apple from maintaining its strong influence over Canadian consumers, because its influence has always been rooted in the uniform excellence of its products and its **Leading Edge** capabilities – and in 2025, Apple brought the goods. There was [the launch](#) of the M5 Mac series, the new iPhone 17, and a refresh of the Vision Pro. Meanwhile, [Apple Music broke its own listenership records](#), and Apple TV+ continued its prestige play with hit breakthrough TV hits like Severance and Pluribus.

By year's end, Apple's slow-but-steady pace on AI looked like a more strategic play. As data breaches plagued competitors and privacy scandals dominated headlines, Apple's unwavering commitment to on-device processing for its AI features bolstered its **Trustworthiness** scores and reinforced its influence among privacy-conscious users.

And when an Apple Intelligence update [finally shipped late in the year](#), it included Live Translation: a new technology that can break down language barriers in real-time, both on FaceTime and in face-to-face conversation. That might bring us closer to a world where AI can enhance human connection, rather than replace it. It's also a good example of the blend of revolutionary technology and visionary thinking that brought Apple from a Palo Alto garage to the global stage all those years ago.

Half of Canadians think that Apple has forever changed the consumer landscape. Their 2025 may not have changed the world again, but some things take time.

INFLUENCE INDEX

260

LEADING EDGE

22%



TRUSTWORTHY

18%



ENGAGEMENT

16%



# #3

## TOP 10 BRANDS

### YouTube / unchanged

It started back in 2005 in 240p resolution: “Me at the Zoo.”

Twenty years and approximately 20 billion videos later, YouTube is one of the most influential brands in Canada at least in part because it’s the great equalizer: a platform where a teenager from Saskatoon can reach the same audience as major broadcasters.

Yes, for many, it’s entertainment: a bottomless pit of gaming playthroughs, comedy skits, and the sort of unpredictable, human, lightning-in-a-bottle moments, uploaded by mega celebrities, micro influencers, and everyday Canadians. But in 2025, YouTube is also the most influential platform for cooking recipes, event footage, product reviews, news reportage, and what more or less amounts to the sum total of Gen Z cultural expression. That truly universal appeal drives YouTube’s exceptional **Engagement** – a dimension that goes beyond pure amusement, and which contributes to YouTube’s influence .

YouTube recently leaned into that **Utility** by boosting [YouTube Health](#) in Canada, which brings authoritative first aid information from the Canadian Red Cross, Horizon Health Network, and The Ottawa Hospital to viewers around the country. These operational improvements rarely generate headlines, but they’re essential to maintaining trust on a platform where anyone can publish – especially given that [YouTube shifted to a lighter touch on content moderation in 2025](#).

Since the launch of YouTube Shorts, YouTube has mounted a successful counteroffensive against TikTok: the platform now competes on short-form dopamine hits, while remaining the de facto global leader in longform video. (Half of Canadians think that YouTube has a strong future). Through those headwinds, YouTube also doubled down on what makes it truly influential: creators. With the launch of a [new partnership hub for Canadian content creators in 2025](#), it ensured that content producers and brands could share in the benefits of human creativity.

It’s too soon to say whether AI will dilute that humanity or put a premium on it. Early signs suggest that these aren’t mutually exclusive outcomes: AI tools are enabling new forms of creativity, even as they flood platforms with algorithmic “brainrot.” YouTube’s future influence is contingent on its ability to moderate and maintain a balance between those two poles.

But what’s certain is that it makes our lives more interesting, as half of Canadians agreed in 2025. For the time being, all eyes are still on YouTube.

INFLUENCE INDEX

299

LEADING EDGE

20%



ENGAGEMENT

19%



TRUSTWORTHY

18%



# #2

## TOP 10 BRANDS

**amazon** / unchanged

Check your doorstep: is there a package?

If you're a typical Canadian, then you might have heard the notification from an Alexa speaker, read it on a Fire tablet, or seen the delivery on a Ring doorbell: two-thirds of Canadians say they use an Amazon product every day, after all. That's a testament to the brand's **Leading Edge** image, as well as its strong **Utility** and **Trustworthiness** — all of which contributed to its singular influence, keeping Amazon at #2 in 2025.

In 2025, as in much of the preceding decade, Amazon's influence was driven by a relentless push to be everything, everywhere at once. That ecosystem isn't just a ploy to sell speakers and screens, but an attempt to reduce the friction of purchasing to zero — a drive that makes it immensely convenient for Canadians, and immensely profitable for its partners.

This year, the company's ever-expanding entertainment ambitions expanded further still: Prime Video competed for [prestige with Canadian productions](#), Amazon Music [carved out a niche](#), and Goodreads and Audible carried the traces of Amazon's origin as an online bookseller. Throughout the year, it shaped what Canadians read, watched, and listened to. And above all, it influenced what they purchased: 68% of Canadians say Amazon has changed the way they shop.

That's possible backed by a logistical infrastructure which is staggering in its sophistication and scale: Amazon estimates that it's [invested \\$65 billion in Canada since 2010](#).

It's a major employer, and was [able to raise wages and expand tuition benefits for employees in 2025](#) while expanding its same-day delivery options to more postal codes. It also continued to court Canadian third-party sellers, positioning itself as a local partner for local growth even while operating as a global giant. Over the course of the year, small businesses from [Halifax to Victoria](#) [used Amazon's marketplace](#) to reach customers they never could have accessed independently.

Today, the one-click, same-day instant-gratification status quo remains influential and inescapable. Whether the path of least resistance remains Amazon's path forward is an open question. But in 2025, Amazon wasn't just convenient — it was everywhere.

INFLUENCE INDEX

323

LEADING EDGE

19%



UTILITY

19%



TRUSTWORTHY

18%



# #1

## TOP 10 BRANDS

### Google / unchanged

Type a question, pick a route, check a fact: Google remains the default way Canadians share, find, ask, decide, shop, stop and go.

From Android and Pixels to Gmail and Google Maps, the scope of Google's influence defies easy comprehension. But in 2025, it successfully balanced these key functions with reinvention and a renewed commitment to Canadians, even as it navigated existential questions about information and advertising in an AI-first world. That made it **Canada's Most Influential Brand** this year.

Google may be the perennial frontrunner, but its win this year wasn't inevitable. In recent years, commentators asked whether Google's advertising business would be jeopardized by users skipping search and talking to AI instead. ([A recent anti-trust suit raised further concern](#)).

If it looked for a moment there like Deepmind had fallen behind in the AI race, then in 2025, they put that to rest: [Gemini 3 is not only](#) its most powerful AI to date, but has arguably moved the goalposts for the industry.

Google led not only in raw (artificial) brainpower, but in thoughtful uses of this technology. Increasingly, those applications aren't limited to apps: One [2025 Google initiative](#) used AI to reduce the number of red lights that Québécois drivers would run into, with the hope of "[reducing] stop-and-go traffic, [decreasing] vehicle emissions, and [improving] the lives of people in cities around the world."

But its digital AI implementations were first-rate, too: from translation to assistive writing and summarization, Google found inobtrusive and intelligent ways to integrate Gemini with Gmail, Google Docs, [and even Google Search itself](#).

Google Search, like YouTube, brings a great deal to Canadians' lives. (More than one in three Canadians say Google has introduced them to something they never knew they needed). "Blue Jays" may have dominated Google search trends this year, but the full list reflects a nation making sense of changing times. ([Other top searches](#): Why is Canada Post on strike? Why did Trudeau resign? Why does Trump want Greenland? Why do cats flop down in front of you?)

Google has also brought a great deal to Canada's economy: it estimates that its tools and services generate about [\\$70 billion in Canadian economic activity each year](#). And in 2025, Google furthered its investment in Canadians themselves: there was support for the [new Hinton Chair in Artificial Intelligence at the University of Toronto](#) (matched by U of T for a \$20 million total), a \$1 million research agreement establishing the [Google Chair in the Future of Work and Learning](#) at the University of Waterloo, and the AI Opportunity Fund, a [\\$13 million commitment](#) to tech training and upskilling nationwide via NPower Canada.

We can't tell you where Google will go next, but we can tell you that two in three of Canadians think it has a strong future (double the average score).

In 2013, a team of Google AI researchers transformed the state of the art for AI with a research paper by the name of "Attention is All you Need." In 2025, influence is still all you need — and Google has it in spades.

INFLUENCE INDEX

373

TRUSTWORTHY

21%



LEADING EDGE

20%



ENGAGEMENT

16%



# TAKEAWAYS

## What should you take away from MIB #15

Look beneath the headlines and the highlights, and you'll find a nation in transition and a market in tension. Canadian consumers had more information and more choices than ever before in 2025. They rewarded brands that delivered value while aligning with their values and penalized those who failed to follow through on either front.

True North was critical, from NoFrills' tariff transparency to Tim Hortons' Canadian eggs. But not all brands will operate by the same playbook in 2026. Those that can credibly claim Canadian identity can boost their influence through transparent sourcing, local partnerships, and community investment—but will only reap the long-term benefits if they also offer competitive pricing and quality. Global brands, on the other hand, can compete on other attributes—but would do well to demonstrate their civic commitment through local investment and baseline Canadian cultural competency.

AI remained a world-historical force in 2025. Nearly every brand in the Top 10 deployed this technology in some way, shape or form, from Google's rollout of Gemini to Walmart's use of AI for grocery substitutions. But broader influence didn't correlate with the speed of AI adoption so much as with the quality of the execution.

As this technology moves from novelty to necessity, brands must ask whether their implementations solve real customer problems or remain an answer in search of a problem.

2025 brought more than its fair share of cultural, political, and economic surprises. But the most surprising thing about this year's Most Influential Brands list may be that it is so largely unchanged from prior years. Some of that stasis can be chalked up to lock-in effects, or the accumulation of economic advantages. But it also illustrates the sheer power of influence, especially during times of change.

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.

And so, as Toronto's own Marshall McLuhan quipped four decades ago: "We look at the present through a rear-view mirror. We march backwards into the future."

# ABOUT

## ABOUT THE AUTHOR



### Steve Levy

Ipsos Canada

[steve.levy@ipsos.com](mailto:steve.levy@ipsos.com)

[@levysteveipsos](https://www.instagram.com/levysteveipsos)

### Early Life

Born, educated and worked in the U.K. for the first half of his existence.

### Career

Sales (Xerox U.K.), Brand Management (Mars U.K.), Research (ACNielsen – Asia, NPD Canada), before a sale to Ipsos in 2002.

### Giving Back

Board member – Canadian Marketing Association, Judge for the Young Lions and board member – Earth Rangers Foundation & St. Mikes Foundation.

### Today

Ipsos (many roles). Author of (among other things) the Most Influential Brand study – Globally. The Digital Marketing Pulse (15 years), Developing the Long Middle story. Frequent public speaker.

### Personal

Hair – it is an all or none issue. Eyewear is a big deal. Avid golfer and tennis player. BIG on hot weather.

Loves a great hamburger and fries. Father of two daughters + has the best lifetime partner.

### Honour

Canadian Marketing Association lifetime achievement award 2020: <https://youtu.be/Mvjt0yRCqXM>

### Fellow

Canadian Research and Insights Council 2023.

## ABOUT IPSOS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, Simplicity, Speed and Substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

# 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.

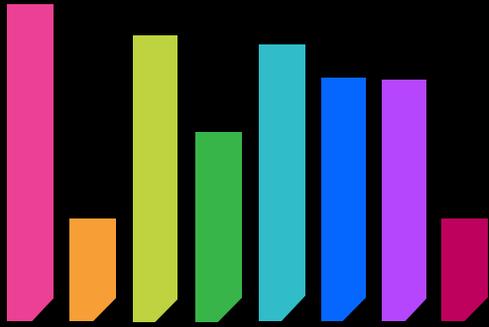
It's reflected in the **2025 Most Influential Brands in Canada** rankings: brands strongly associated with Canada gained influence.

(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



**15<sup>th</sup>**

2025 marks the 15<sup>th</sup> consecutive year of the study and the results will be unveiled in February 2026 at the Ipsos Most Influential Brands event.

**100+**

Each year Ipsos studies over 100 brands that spend the most on advertising in Canada on an annual basis and ranks their influence.



## 2025 **TOP 10** MOST INFLUENTIAL BRANDS IN CANADA

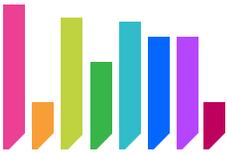
- |    |        |    |         |    |         |    |         |     |             |
|----|--------|----|---------|----|---------|----|---------|-----|-------------|
| #1 | GOOGLE | #2 | AMAZON  | #3 | YOUTUBE | #4 | APPLE   | #5  | FACEBOOK    |
| #6 | COSTCO | #7 | WALMART | #8 | VISA    | #9 | NETFLIX | #10 | TIM HORTONS |



## 2025 **TOP 3** MOST INFLUENTIAL BRANDS BY GENERATION

<p><b>GEN Z</b></p> <p>YOUTUBE GOOGLE APPLE</p> 	<p><b>MILLENNIAL</b></p> <p>GOOGLE YOUTUBE AMAZON</p> 	<p><b>GEN X</b></p> <p>GOOGLE AMAZON FACEBOOK</p> 	<p><b>BOOMER</b></p> <p>GOOGLE AMAZON YOUTUBE</p> 
---	---	---	--





## DID YOU KNOW

This is an annual study that has been conducted since 2010.

Findings for the next study will be released in February 2026 at an event hosted by Ipsos and our partners The Globe and Mail, Publicis and CMA.

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set.

Customized Reports review the drivers of influence for your brand, as well as performance on all measures included in the study. Additional analytics are available at an incremental cost.

Subscriptions include a management presentation customized to include your brand and your competitors.

Customized reports will be available starting at the end of February.

**SUBSCRIPTION: \$22,000** for 8 brands  
+\$1,000 for each brand beyond 8

## SUBSCRIPTION FORM

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

Billing is 100% upon approval. HST is applicable to all study costs.

NOTE: Contents of this study and deliverables constitute the sole and exclusive property of Ipsos Corporation. Ipsos retains the rights, title, and interest in or to any Ipsos’ trademarks, technologies, norms, models, proprietary models, methodologies and analyses, including, without limitation, algorithms, techniques, databases, computer programs and software, used, created or developed by Ipsos in connection with its preparation of the Study. No license under any copyright is hereby granted or implied. The contents of the Study may be used only for the internal business purposes of the subscriber, its officers and employees. No other use is permitted and the contents of the Study deliverables, whole or in part, may not be delivered or disclosed to any third party nor published in the public domain without the prior written consent of Ipsos Corporation.

**Approving Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Steve Levy** 416.324.2900 [steve.levy@ipsos.com](mailto:steve.levy@ipsos.com)  
**Natasha Marcil** 519.240.0349 [natasha.marcil@ipsos.com](mailto:natasha.marcil@ipsos.com)

