

Tuesday, 14 November 2023

Bunnings, Kmart and Samsung are Most Trusted Brands in Retail and Consumer Products for 2023

Roy Morgan presented the Roy Morgan Trusted Brand Awards for 2023 to Bunnings, Kmart and Samsung for Retail and Consumer Products industries alongside Woolworths in the Supermarkets category. Finalists across these industries included Big W, Myer, Sony and Patagonia.

The broader Retail category (not including Supermarkets) was again topped by Australia's leading home hardware brand **Bunnings** – with a second consecutive victory as the 'Most Trusted Retail Brand' in Australia. The hardware retailer rated highly in the overall rankings as the third most trusted brand in Australia. Other Retail finalists were also highly regarded, featuring in the top ten trusted brands in Australia overall.

The 'Most Trusted Brand in Department & Discount Department Stores' has been won by **Kmart** – repeating its success of a year earlier. **Kmart** is also one of the highest rated brands overall being the fifth most trusted brand in the country.

The 'Department & Discount Department Stores' category was one of the most competitive categories in the Trusted Brand Awards with all three finalists ranked in the top 10 most trusted brands of Australia. Finishing second, was **Big W** just ahead of department store **Myer** in third place.

The winner of the 'Most Trusted Consumer Products Brand' was South Korean based multi-national powerhouse **Samsung** which recorded its second straight victory in the category that assesses clothing, footwear, electronics and whitegoods, and cosmetic brands among others. **Samsung's** remains one of the most trusted brands in Australia and topped fellow finalists **Sony** and **Patagonia** for the title.

Australia's 'Most Trusted Technology Brand' for a second consecutive year is **Apple**, ahead of fellow finalists Microsoft and Hewlett-Packard.

Australia's largest supermarket chain **Woolworths** has triumphed once again as the 'Most Trusted Supermarket Brand' as well as the 'Best of the Best' Most Trusted Brand in Australia for 2023. The twin victories represent a back-to-back triumph for the 'Fresh Food People'.

The dual wins for **Woolworths** came via the highly competitive Supermarkets category – all three finalists in the category were ranked within the top five brands overall. Long-time traditional rival **Coles** was second, with **ALDI** close behind in third place.

There were over 90 brands in the running for these awards across the five categories of Supermarkets, Retail, Department and Discount Department Stores, Consumer Products, and Technology brands and the full list of nominees in each category for these prestigious awards are listed later in this release.

Roy Morgan Trusted Retail & Consumer Products Brand winners for 2023:

Retail	Bunnings
Department & Discount Department Stores	Kmart
Consumer Products	Samsung
Technology	Apple
Supermarkets	Woolworths

*Most Trusted Brand for Retail: **Bunnings***



Picture: General Manager – Data & Analytics of **Bunnings**, Genevieve Elliott, and Justine Mills, General Manager of Marketing, with the ‘Most Trusted Brand for Retail’ Award for 2023.

Bunnings has saluted again as Australia’s ‘Most Trusted Retail Brand’ for 2023 – a second consecutive victory in the extremely competitive category. The home hardware chain with over 350 stores around Australia is the third most trusted brand in Australia in 2023 – and the highest non-Supermarket brand.

The victory for **Bunnings** as the ‘Most Trusted Retail Brand’ in Australia is the second victory for the store in recent weeks after being recognised as the ‘Hardware Store of the Year’ in the recent [Roy Morgan Annual Customer Satisfaction Awards](#).

There were over 30 brands contesting the ‘Most Trusted Brand in Retail’ award including Amazon, Big W, Bunnings, BWS (Liquor), Catch Of The Day, Chemist Warehouse, Costco, Dan Murphy’s, David Jones, eBay, Harris Scarfe, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, Mecca / Mecca Max / Mecca Maxima, Mitre 10, Myer, Officeworks, Petbarn, Priceline, Rebel Sport, Reject Shop, Shein, Specsavers, Spotlight, Target, The Good Guys, The Iconic, Westfield, and Wish.

Some of the comments from Australians about why they trust **Bunnings** were “Because **Bunnings** is the best. I love that they employ older and younger staff. They seem to care about the community,” and “I find **Bunning’s** prices to be more reasonable for those of low income and they are happy to help with ideas or suggestions with any project I am working on.”

Mike Schneider, Managing Director, Bunnings:

“We’re so proud of the incredible work our team does across our business every day, and this is great recognition of their passion and commitment to our customers.

“Over the past couple of years in particular, our store teams have worked tirelessly to help customers stay safe and productive in their homes, create new spaces for post-COVID living and, more recently, assist them to stretch their budgets even further in tougher economic times for households.



"The trust and satisfaction our customers feel shopping with us in large part comes down to the extra mile our team go, and I want to say a very big thank you to them. We're also incredibly grateful to our loyal customers and we won't stop working to earn their trust every day."

Most Trusted Brand for Department & Discount Department Stores: Kmart

Kmart retained top position as Australia's 'Most Trusted Department & Discount Department Store Brand' after winning the inaugural award a year ago. In a highly contested category, the ubiquitous retailer was placed in the top five brands overall and narrowly beat close competitors, and fellow finalists, Big W and Myer for the top spot.

There were eight leading brands mentioned by Australians that contested the 'Most Trusted Brand in Department & Discount Department Stores' including Big W, Costco, David Jones, Harris Scarfe, Kmart, Myer, Reject Shop and Target.

Some of the comments from Australians about why they trust **Kmart** were "**Kmart** has products that suit everyone from décor to clothing to manchester with great low prices for quality products" and "All **Kmart's** products are reliable and if not, they will always replace and not try and dodge the issue."

Kmart Australia: "It's been a really exciting week of award wins here at Kmart! 🏆🌟👏"

"To kick us off, we're thrilled to have won the prestigious Roy Morgan Most Trusted Brand Award in the Department Store category for the second year in a row – this award is a testament to our unwavering commitment of making everyday living brighter for our customers. Our very own Rennie Freer, Ilse Nolan and Bernard Wilson accepted the award on behalf of Kmart."



Picture: Roy Morgan CEO Michele Levine presents the 'Most Trusted Brand for Department & Discount Department Stores' Award for 2023 to **Kmart's** General Manager of Marketing, Rennie Freer.

Most Trusted Brand for Consumer Products: **Samsung**

Samsung is the winner of the Roy Morgan Most Trusted Brand in Consumer Products for 2023. This is Samsung's second consecutive win, in an expansive category that covers clothing, footwear, electronics, white goods, health and beauty among others.

Among the over 20 high profile brands that **Samsung** outperformed to be the 'Most Trusted Consumer Products Brand' in Australia for a second consecutive year were Adidas, Body Shop, Bonds, Bosch, Colgate Palmolive, Cotton On, Country Road, Dove, Dyson, EA, Johnson & Johnson, Kathmandu, Lego, LG, Lush, Miele, Nike, Nintendo, Patagonia, Sony, Sukin, Thankyou, and Unilever.

Some of the comments from Australians about why they trust **Samsung** were "**Samsung** are reliable and take privacy seriously. I've never had an issue," and "Their products are well made, and they've never let me down."

Samsung Australia: "We are elated to share that Samsung Electronics Australia has been named by Roy Morgan as Australia's Most Trusted Brand for Consumer Products.

"**Samsung** has recently been awarded the winner of the Roy Morgan Most Trusted Brand in Consumer Products for 2023. We are delighted to receive this second consecutive win in a vast category that includes clothing, footwear, electronics, white goods, health, beauty and more."

Most Trusted Brand for Supermarkets and 'Best of the Best – Most Trusted Brand in Australia': **Woolworths**



Picture: Chief Marketing Officer of **Woolworths**, Andrew Hicks, and **Woolworths** Chief Executive Officer Brad Banducci with the 'Most Trusted Brand for Supermarkets' and the overall 'Best of the Best' Award for the 'Most Trusted Brand in Australia'.

Australia's largest supermarket chain **Woolworths** has again emerged as Australia's 'Most Trusted Brand' winning the prestigious Roy Morgan 'Best of the Best' Trusted Brand Award for a second year running and taking the honours as the 'Most Trusted Brand for Supermarkets' once again.

Woolworths is the flagship brand of the **Woolworths Group** which is headquartered in Bella Vista, Sydney, and is one of Australia's largest companies with overall revenue in the tens of billions of dollars. **Woolworths** is set to celebrate 100 years in business in September 2024.

Woolworths had to deal with a lot of tough competition in the Supermarkets & Convenience Stores category with 7 highly rated brands competing for the award – three of these brands rated in the top four in the overall category. These competitors included Coles, 7 Eleven, ALDI, Drakes Supermarkets, Foodland and IGA.

Some of the comments from Australians about why they trust **Woolworths** were *'Products are always in good condition. Transparent and open about why something isn't in stock. Woolworths will add products to the local shop by popular demand. Friendly and reliable staff,'* and *"Woolworths are keeping prices low and helping the average Aussie with rewards programs and lower prices"*.

Woolworths Supermarkets: *"Thank you to our team and customers - We're thrilled to have been named Australia's Most Trusted Brand for the second consecutive year and the Most Trusted Supermarket Brand for the third consecutive year at the Roy Morgan Trusted Brand Awards."*

Survey respondents rated us for our quality products, clear focus on the needs of customers, reliability and community-mindedness.

Thank you to the Woolworths team who go above and beyond to put our customers first everyday to make us Australia's Most Trusted Brand."

For comments or more information about Roy Morgan's Annual Trusted Brand Award data please contact:

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Roy Morgan Trusted Brand Awards

The Roy Morgan Trusted Brand Awards bring together outstanding companies and brands from across a range of industries to celebrate and recognise the unmatched levels of trust these organisations hold when compared to their competitors in their respective categories.

The Roy Morgan Trusted Brand Awards have been awarded to 20 leading brands for the 12 months to June 2023 and all 20 winners have displayed market-leading levels of trust, and exceedingly low, or negligible, levels of distrust to outstrip their rivals on the key metric of 'Net Trust'. The Net Trust Score or Net Distrust Score provides an overall benchmark to quantify brand risk, via the simple calculation of positive sentiment (trust) minus negative sentiment (distrust): Net Trust Score (NTS) or Net Distrust Score (NDS) = % Trust - % Distrust.

The Roy Morgan Risk Monitor collects insights on trust and distrust from around 25,000 Australians each year, or around 2,000 Australians each month. Respondents are asked which companies they trust, and why, and which companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted. In any one year, a company must be nominated by at least 20 Australians to be included in rankings used in the Roy Morgan Trusted Brand Awards.

Need to know what is driving your trust and distrust?

The Roy Morgan Risk Monitor is an ongoing survey based on over 2,000 interviews each month since 2018 to measure levels of trust and distrust in more than 900 brands across 26 sectors.



Roy Morgan Risk Monitor data is available in a variety of formats, from snapshot overviews to detailed tracking of individual brands and their competitors. To gain a greater understanding of Roy Morgan's Risk research, or to explore the results for specific industries and brands, contact Roy Morgan.

For the latest rankings of key brands, comparison to rankings from a year ago, and examples of reasons Australians trust and distrust key brands view the [latest edition of the Roy Morgan Risk Report](#).

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

Trust and Distrust is monitored for the following ranked brands:

Automotive

Ford, Holden, Honda, Hyundai, Kia, Mazda, Mercedes Benz, Mitsubishi, Nissan, Subaru, Toyota, Tesla, Uber, Volkswagen

Arnott's, Bega, Cadbury, Coca Cola Amatil / Coke, Domino's Pizza, Hungry Jacks, Kellogg's, KFC, McDonalds, Nestle, Sanitarium, Subway, Uncle Toby's

Banks

ANZ, Bank Australia, Bank of Queensland, BankSA, Bankwest, Bendigo Bank, CBA, Citibank, Great Southern Bank / CUA, Heritage Bank, HSBC, ING, Macquarie Bank, ME Bank, NAB, People's Choice Credit Union, St George, Suncorp, Teachers Mutual Bank, ubank, Westpac

Gambling

Crown casinos, Sportsbet, TABCorp

Government Services

ATO / Australian Tax Office, Centrelink, CSIRO, Federal Government, Medicare, Reserve Bank of Australia, State Government

Charities

Cancer Council, Greenpeace, Red Cross, RSPCA, Smith Family, St Vincent de Paul, The Salvation Army / Salvos, World Vision

Insurance

AAMI, AHM, Allianz, APIA, Budget Direct, Bupa, GIO Insurance, HBF, HCF, Medibank Private Limited, NIB Health Funds, NRMA, QBE Insurance, RAA, RAC, RACQ, RACT, RACV, Teachers Health Fund, Youi

Chemical & Pharmaceutical

CSL, Moderna, Monsanto, Pfizer

Media

ABC, Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Fox, Foxtel, Google, Herald Sun, Netflix, NewsCorp, SBS, Sky news, Spotify, Sydney Morning Herald (SMH), The Age, The Guardian

Consumer Products

Adidas, Body Shop, Bonds, Bosch, Colgate, Palmolive, Cotton On, Country Road, Dove, Dyson, EA, Johnson & Johnson, Kathmandu, Lego, LG, Lush, Miele, Nike, Nintendo, Patagonia, Samsung, Sony, Sukin, Thankyou, Unilever, Who Gives A Crap

Mining & Petroleum

Ampol/Caltex, BHP, BP, Bravus / Adani, Exxon, Fortescue Metals, Hancock Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum

Food & Beverage



ROY
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Non-Bank Financial Services

Afterpay, American Express / AMEX, AMP, Australian Ethical, AustralianSuper / AusSuper, Latitude Financial, PayPal, Qsuper, Vanguard

Political Parties / Entities

ALP / Labor Party, Liberal Party

Real Estate / Property Developers

Ray White, Lendlease

Retail

Amazon, Big W, Bunnings, BWS (Liquor), Catch Of The Day, Chemist Warehouse, Costco, Dan Murphy's, David Jones, eBay, Harris Scarfe, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, Mecca / Mecca Max / Mecca Maxima, Mitre 10, Myer, Officeworks, Petbarn, Priceline, Rebel Sport, Reject Shop, Shein, Specsavers, Spotlight, Target, The Good Guys, The Iconic, Westfield, Wish

Services

Australia Post, Choice, Flying Doctor Service, PwC, Wesfarmers

Social Media

Facebook / Meta, Instagram, TikTok, Twitter / X, YouTube

Supermarkets / Convenience Stores

7 Eleven, ALDI, Coles, Drakes Supermarket, Foodland, IGA, Woolworths

Technology

Apple, Atlassian, Dell, HP Packard, Microsoft

Telecommunications

Amaysim, Aussie Broadband, Dodo, Huawei, iiNet, Optus, Telstra, TPG, Vodafone

Travel & Tourism

Flight Centre, Jetstar, QANTAS, Virgin

Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Simply Energy, Synergy

