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It's Official: Bunnings is Australia's Most Trusted Brand

Roy Morgan announces the winners of the Trusted Brand Awards for 2024. These brands have had an exceptional year by garnering high levels of trust, and low, or negligible, levels of distrust throughout the year.

All 20 of the winning brands have demonstrated their market leading performance by emerging ahead of all competitors in their respective categories.

Impressively, 14 of this year's winners have built on their wins over the last two years and completed three straight victories as the most Trusted Brands in their respective categories.

Additionally, five new brands are celebrating their first Trusted Brand Awards this year. ALDI has been recognized as the winner in the Supermarkets and Convenience Store category. The Australian Red Cross takes home the award for Charities, while BUPA is honored in the Private Health Insurance category. Sydney Water is recognized as the winner in Utilities, and CSL, formerly known as the Commonwealth Serum Laboratories, receives the award for Most Trusted Brand in Pharmaceuticals.

Over the last year we have witnessed high-profile brands, including Australia's two most well-known supermarkets, Woolworths and Coles, lose their positions as the country's most trusted brands. The decline in trust, combined with sharp increases in distrust, has fundamentally altered public perceptions of these brands. While these brands have installed new leadership to restore trust in these brands – this process is likely to take several years.

The winners of the Roy Morgan Trusted Brand Awards for 2024 are:

Supermarkets and Convenience Stores	ALDI (NEW WINNER)
Retail	Bunnings
Department and Discount Department Stores	Kmart
Consumer Products	Samsung
Services	Australia Post
Charities	Australian Red Cross (NEW WINNER)
Technology	Apple
Travel and Tourism	Virgin Australia
Food and Beverage	Cadbury
Automotive	Toyota
Payments, Cards and Loans	PayPal
Superannuation and Wealth Management	AustralianSuper
Insurance	NRMA
Private Health Insurance	BUPA (NEW WINNER)
Utilities	Sydney Water (NEW WINNER)
Government Services	CSIRO
Media	ABC
Banks	Bendigo Bank
Telecommunications	Aussie Broadband
Pharmaceutical (NEW)	CSL (NEW WINNER)

'Best of the Best' Most Trusted Brand for 2024: **Bunnings**

The Roy Morgan Trusted Brand Awards celebrate the exceptional trust established by these 20 brands across a diverse array of industries and services. Categories include Supermarkets, Retail, Department and Discount Stores, Charities, Automotive, Superannuation, Insurance, Utilities, Government Services, Media, Pharmaceuticals, Banking, Telecommunications, and more.

Several winners of the Trusted Brand Awards 2024 by industry also made it into the list of overall Top 20 Most Trusted Brands in the latest quarter, led by Bunnings, ALDI, Kmart, Toyota, Australia Post, NRMA, Bendigo Bank, the ABC, and Samsung. These brands consistently scored high trust scores throughout the year and were strong contenders for the top position.

The ultimate winner of Roy Morgan's coveted '**Best of the Best**' Most Trusted Brand award is **Bunnings**, achieving this recognition for the first time. Consistently ranked among the top three Most Trusted Brands in recent years, Bunnings has maintained high levels of trust even as other formerly trusted brands experienced significant declines in their rankings.

Bunnings awarded Roy Morgan's 'Best of the Best' Most Trusted Brand for 2024



Caption: Roy Morgan congratulates Bunnings on winning the 'Best of the Best' Award as the '2024 Most Trusted Brand in Australia'.

Roy Morgan CEO Michele Levine says the Roy Morgan Trusted Brand Awards recognise 20 of Australia's most trusted brands which have maintained consistently high levels of trust, and negligible levels of distrust, during a period of significant economic challenges:

"The last few years have provided plenty of 'trials and tribulations' for Australians with the unprecedented pandemic (2020-21) quickly followed by a period of soaring inflation and rising interest rates (2022-2023)– which remain at 13-year highs.

"The intricately related, but vastly different issues, thrown up by these two distinct periods have produced many 'winners', and 'losers' – and not always the same brands for both periods – and trust, and distrust, in leading businesses and brands has waxed and waned over the last four years.

"There were some businesses that outperformed expectations during the pandemic, most notably our most well-known supermarkets, and have since plunged in public esteem as questions about record profits and alleged 'greedy' behaviour has seen their trust levels plummet, and distrust soar.

*"These examples show that it takes a special type of business to nimbly negotiate very different circumstances and this year's 'Best of the Best' Most Trusted Brand Award winner **Bunnings** has certainly proven nimble and ready for any challenge that arises.*

*"**Bunnings** has been firmly ensconced in Australia's top three most trusted brands throughout this period and as others have fallen has emerged as a clear winner of Roy Morgan's 'Best of the Best Most Trusted Brand' in Australia over the last 12 months.*

*"To counter any potential allegations of 'greedy corporate behaviour' one of the most successful policies **Bunnings** has is their long-running policy on providing the lowest prices with their famous advertising line 'If you happen to find a cheaper price on a stocked item, we'll beat it by 10%.... Lowest prices are just the beginning.'*

*"This policy has clearly worked – and continues to work – cementing the high levels of trust in the company with Australians saying about **Bunnings** that 'They have always been proactive in providing advice and customer service, and that staff are friendly. I have never had a problem when returning products' and 'They have a wide range of products all under the one roof with staff that are always willing to help'.*

*"Alongside the stunning and enduring success of **Bunnings** are several other winners who have now completed three consecutive victories in their respective categories as the Most Trusted Brands including **Kmart** (Department and Discount Department Stores), **Toyota** (Automotive), **Australia Post** (Services), **NRMA** (Insurance), **Bendigo Bank** (Banks), the **ABC** (Media) and **Samsung** (Consumer Products).*

*"Other highly trusted consecutive winners include **PayPal** (Payments, Cards and Loans), **CSIRO** (Government Services), **AustralianSuper** (Superannuation), **Apple** (Technology), **Aussie Broadband** (Telecommunications) and **Cadbury** (Food and Beverage).*

*"It's also important to recognise the five first-time winners – **Sydney Water** in the highly competitive Utilities sector, the **Australian Red Cross** (Charities), **BUPA** (Private Health Insurance), **ALDI** (Supermarket and Convenience Stores) and **CSL** in the new Pharmaceuticals category.*

*In the Travel and Tourism category it was **Virgin Australia** which completed back-to-back wins with customers saying that 'Virgin Australia is a reliable, seemingly good businesses and practices, customer friendly and focused, many offering reward points for dollars spent' and that 'Virgin Australia has reasonable prices, supports local communities and charities and offers good services'.*

"The importance of trust in our world is often under-appreciated, but the Roy Morgan Trusted Brand Awards show that maintaining trust is vital for a business to succeed and that without trust the world we live in doesn't function and the simple day-to-day rhythms of life aren't possible."

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 for the first time this year to 20 leading brands for the 12 months to June 2024 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'.

Need to know what is driving your trust and distrust?

The related Roy Morgan Risk Monitor is an ongoing survey based on over 2,000 interviews each month to measure levels of trust and distrust in more than 1,000 brands across 27 industry sectors.

Respondents are asked which brands and companies they trust, and why, and which brand and companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted.

Roy Morgan Risk Monitor data is made 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 view the [August 2024 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