

Friday, 6 December 2024

Bunnings, Kmart and Samsung are Most Trusted Brands in Retail and Consumer Products for 2024

Roy Morgan presented the Roy Morgan Trusted Brand Awards for 2024 to Bunnings, Kmart and Samsung for Retail and Consumer Products industries, alongside Aldi in the Supermarkets category. Finalists across these industries included Big W, Myer, Sony and Nike.

The broader Retail category (not including Supermarkets) was again topped by Australia's leading home hardware brand **Bunnings** – with a third consecutive victory as the 'Most Trusted Retail Brand' in Australia. The hardware retailer recorded a clean sweep at the awards, picking up the ['Best of the Best' Most Trusted Brand in Australia for 2024](#). 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** – making it three years in a row. **Kmart** is also one of the highest rated brands overall being the third 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 **Myer**, just ahead of **Big W** in third place.

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

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

This year, **Aldi** has claimed the title of Australia's 'Most Trusted Supermarket Brand' for 2024. Aldi's win, a significant achievement in the highly competitive Supermarkets category, was followed by **IGA** and **Foodland** in second and third place.

There were over 90 brands in the running for the 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 2024:

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

FOR IMMEDIATE RELEASE

*Most Trusted Brand for Retail and ‘Best of the Best – Most Trusted Brand in Australia’: **Bunnings***



Picture: General Manager – Data & Analytics of **Bunnings**, Genevieve Elliott, and Roy Morgan CEO Michele Levine, with the ‘Most Trusted Brand for Retail’ Award for 2024.

Bunnings has once again been recognized as Australia’s ‘Most Trusted Retail Brand’ for 2024 – a third consecutive victory in the extremely competitive category. The home hardware chain with over 350 stores around Australia has also claimed the title of Australia’s most trusted brand overall for the first time in 2024.

Over 100 brands competed for the prestigious ‘Most Trusted Brand in Retail’ award, spanning a wide range of industries and sectors. Among the contenders were well-known retail names such as Allgoods, Amart Furniture, Amcal Chemists, Anaconda, Angus & Robertson, Autobarn, BCF, Beaumont Tiles, Beaurepairs, BedShed, Best&Less, Betta Electrical, Big W, Bing Lee, Blooms The Chemist, Bob Jane/Bob Jane T-Mart, Bunnings, BWS, Cash Converters, Cartridge World, Cheap As Chips, Chemist Warehouse, Chempro Chemists, Costco, Dan Murphy’s, David Jones, DFO, Dick Smith, Discount Pharmacy, Dymocks, E&S Trading, EB Games, Fantastic Furniture, First Choice Liquor, Focus On Furniture, Forty Winks, Freedom Furniture, Glassons, Godfreys, Harris Scarfe, Harvey Norman, Home Hardware, IKEA, JB Hi-Fi, JD Sports, Kmart, Koorong, Lincraft, Liquorland, MECCA, Mitre 10, Myer, Nick Scali, Officeworks, OPSM, Paddy Pallin, Petbarn, Petstock, Portmans, Priceline, Prouds Jewellers, Readings, Rebel Sport, Reece, Reject Shop, Repco, Retravision, Savers, Sephora, Soul Pattinson Chemists, Specsavers, Spotlight, Supercheap Auto, Super Retail Group, Target, TerryWhite Chemmart, The Athlete’s Foot, The Good Guys, Total Tools, Tyrepower, Universal Store, Valve, and Walmart.

In addition, the award also saw strong representation from leading online-only retailers including Adore Beauty, Alibaba, AliExpress, Amazon, Appliances Online, ASOS, Biome, Birdsnest, Book Depository, Booktopia, Carsales.com.au, Catch Of The Day, Danoz, eBay, Etsy, Ezibuy, Flora & Fauna, Flybuys, Warhammer, Global Shop Direct, Gumtree, Kogan, My Deal, Pet Circle, QBD, Shein, Showpo, Temu, The Iconic, TVSN, Vinomofo, and Wish.

Some of the comments from Australians about why they trust **Bunnings** were “You can rely on the staff to tell you the truth. You can always get money back guarantee if not completely satisfied. They treat you with respect,” and “Quality products, great service and staff (who) are always ready to help.”

Genevieve Elliott, General Manager of Data & Analytics at Bunnings, shared her insights at the TRUST Awards:

“It’s an incredible privilege for me to accept this award on behalf of the 55,000-strong Bunnings team, who are truly the ones driving the trust we’ve earned from our customers. We recently celebrated the 30-year anniversary of our iconic Warehouse format. This means we’ve had three decades of our team members contributing to the experiences our customers have come to love. I believe it’s the consistency of our three strategic pillars—lowest prices, widest range, and best experience—that has really helped cement this trust. We know trust is hard-earned and easily lost, so we don’t take it lightly. We truly appreciate the recognition.”

Bunnings also celebrated their well-deserved win on [LinkedIn](#).

*Most Trusted Brand for Department & Discount Department Stores: **Kmart***



Picture: Roy Morgan CEO Michele Levine presents the ‘Most Trusted Brand for Department & Discount Department Stores’ Award for 2024 to **Kmart’s** General Manager of Marketing, Rennie Freer.

Kmart retained top position as Australia’s ‘Most Trusted Department & Discount Department Store Brand’. This marks the iconic brand’s third consecutive win. In this highly competitive category, the widely recognized retailer secured a spot in the top five brands overall, narrowly edging out close competitors and fellow finalists Myer and Big W to claim the top position.

Eight leading brands were nominated by Australians in the ‘Most Trusted Brand in Department & Discount Department Stores’ category, 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 “*Low prices and a good return policy. They seem to listen to customer feedback and make the customer experience better for everyone.*”, and “*Quality of goods, competitive pricing and supportive of people on a budget.*”

Kmart Australia: “*Right now, there is nothing more important than making sure our customers feel like Kmart Australia Limited is a place they can rely on – to access the incredible low-priced products they need, that allow them to live the lifestyle they deserve. This trust in our business is not a responsibility we take lightly, and so that is why it is such an honour to be awarded the Roy Morgan Most Trusted Brand Award in the department store category for 2024.*”

“*This is now the third year in a row that Kmart has won this award, and I have such pride to be part of a team that places an unwavering and long-term commitment towards making everyday living brighter for our customers.*”

“*Thank you to every team member across our business, our millions of customers that choose to shop with us, and our suppliers and partners that make this possible.*”

Most Trusted Brand for Consumer Products: Samsung

Samsung is the winner of the Roy Morgan Most Trusted Brand in Consumer Products for 2024. This is an impressive 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 Nike, Sony, Patagonia, Who Gives A Crap, Adidas, Cotton On, Nintendo, Lego, Country Road, LG, Dyson, Body Shop, Uniqlo, Bosch, Miele, Colgate-Palmolive and Bonds.

Some of the comments from Australians about why they trust **Samsung** were “*They’re always very helpful with my contacts and enquiries. They’ve never done anything to mistrust them. They’re environmentally focused*” and “*They have good products that work and they back up their products with good service.*”

Most Trusted Brand for Supermarkets: Aldi

Aldi has emerged as Australia’s ‘Most Trusted Brand for Supermarkets’ for the first time. Known for its commitment to value and quality, Aldi has capitalised on the growing distrust of other supermarkets to cement itself as Australia’s Most Trusted Supermarket as well as the second most trusted in the overall category.

Aldi had to deal with tough competition in the Supermarkets & Convenience Stores category with 6 highly rated brands competing for the award – two of these brands rated in the top 15 in the overall category. These competitors included IGA, Foodland, Drakes Supermarkets, Harris Farm and 7 Eleven.

Some of the comments from Australians about why they trust **Aldi** were “*They are ethically minded and strive to not only do the right thing by their customers but by the environment*” And “*They’re transparent and open. They’re making money but still able to be cheap for everyday people*”.

For comments or more information about Roy Morgan’s Annual Trusted Brand Awards and insights 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 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'. 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 1,000 brands across 27 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

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

Banks

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

Charities

Cancer Council, Doctors Without Borders, Greenpeace, Red Cross, RSPCA, Salvation Army, St Vincent de Paul, World Vision

Chemical & Pharmaceutical

CSL, Monsanto, Pfizer

Consumer Products

Adidas, Body Shop, Bosch, Bonds, Colgate-Palmolive, Cotton On, Country Road, Dyson, Electronic Arts (EA), Johnson & Johnson, Lego, LG, Miele, Nike, Patagonia, Samsung, Sony, Unilever, Uniqlo, Who Gives A Crap

Food & Beverage

Arnott's, Bega, Cadbury, Coca-Cola Amatil, Domino's Pizza, Hungry Jack's, Kellogg's, KFC, McDonald's, Nestlé, Norco, Pepsi/PepsiCo, Sanitarium, Starbucks

Gambling

Crown Casinos, Sportsbet, TABCorp

Government Services

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

Insurance

AAMI, AHM, Allianz, APIA, Bupa, Budget Direct, GIO Insurance, HBF, HCF, Medibank, NIB Health Funds, NRMA, QBE Insurance, RAC, RACQ, RACV, RAA, RACT, YOUI

Media

ABC, Channel 10, Channel 07, Channel 9, Disney, Fairfax Media, Fox, Foxtel, Google, Netflix, NewsCorp, SBS, Sky News, Spotify, Sydney Morning Herald (SMH), The Age, The Guardian

Mining & Petroleum

Ampol/Caltex, BP, BHP, Bravus/Adani, Chevron, Exxon, Fortescue Metals, Glencore, Hancock

Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum

Payments, Cards and Loans

Afterpay, American Express / AMEX, Latitude Financial Services, PayPal.

Political Parties / Entities

ALP / Labor Party, Liberal Party

Real Estate / Property Developers

Ray White, Lendlease

Retail

AliExpress, Amazon, BCF, Big W, Bunnings, Catch Of The Day, Chemist Warehouse, Costco, Dan Murphy's, David Jones, EB Games, eBay, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, MECCA, Mitre 10, Myer, Officeworks, Petbarn, Priceline, Rebel Sport, Repco, Shein, Specsavers, Spotlight, Supercheap Auto, Target, Temu, TerryWhite Chemmart, The Good Guys, The Iconic, Westfield, Wish/Wish.com

Services

Australia Post, Choice, Deloitte, Elders, Ernst & Young, KPMG, PwC, Royal Flying Doctor Service, St John Ambulance, Wesfarmers

Social Media

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

Superannuation and Wealth Management

AMP, Australian Ethical, AustralianSuper, Aware Super, BlackRock, CBUS, First State Super, Hesta, QSuper, Rest Super, UniSuper, Vanguard

Supermarkets / Convenience Stores

7-Eleven, ALDI, Coles, Drakes Supermarkets, Foodland, Harris Farm, IGA, Woolworths

Technology

Apple, Microsoft, HP, Dell, Alphabet, Atlassian

Telecommunications

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

Travel & Tourism

Airbnb, Boeing, Flight Centre, Jetstar, Qantas, Singapore Airlines, Virgin

Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Sydney Water, Synergy

