

## Trust and Brands - UK - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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“It is the brands that consumers are most familiar with and that have consistently proved their functional credentials that develop the strongest amount of trust; something which particularly pays off for brands in the household and personal care categories.”

– Richard Hopping, Brand and Social Media Analyst

### This report looks at the following areas:

- Long-standing brands around the home are most trusted
- Finance brands, particularly loan brands, least likely to build trust
- Experience of a brand helps to build familiarity and trust
- Ethics matter – but only to a point
- Perceived quality translates into greater levels of trust
- A contrast between high-use categories...
- ...and sectors where people have fewer direct interactions
- Aldi and Lidl shaping new behaviours and attitudes in the grocery category

Mintel's research shows that the most trusted brands are not necessarily those that get pulses racing; instead they are the brands that consumers have become familiar with over time, and the ones they feel that they can rely on, particularly in the household and personal care sectors. The likes of Johnson's, Fairy and Pyrex might not be seen as particularly glamorous, but they are time-tested brands that help people care for their home or family.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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