

Trust and Brands - UK - January 2017

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“Trust acts as a building block for many other positive brand attributes, including the creation of perceived standout and brand preference. While the most trusted brands tend to be market-leading ones that have had high exposure to consumers, there are a significant minority of brands, predominantly non-FMCG, that are able to rely on reputation rather than active experience to generate trust.”

– **Richard Hopping, Brand and Household Analyst**

This report looks at the following areas:

- Usage a major defining factor in building trust
- Brands that score highly on trust tend to stand out
- A link between trust and preference

Trust is a key part of a brand's overall image, with the generation of trust likely to result in the formation of other positive attributes. In most cases, the generation of trust is assisted through usage, with active engagement with a brand the most obvious way in which people can judge whether a brand is trustworthy or not.

However, there is a significant minority of brands that are able to promote a trustworthy image among consumers who have not used them. These are generally brands with a particularly premium or quality image, in sectors with a more glamorous element such as fashion, beauty and automotive.

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Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- Functional and FMCG brands reign supreme
Figure 1: Top ranking of brands by agreement with "A brand that I trust", January 2015-December 2016
- A similar story to 2016, but with some different characters
Figure 2: Top ranking of brands by agreement with "A brand that I trust", January 2014-December 2015 (for 2015) and January 2015-December 2016 (for 2016)
- Loans brands are a marked category
Figure 3: Lowest scoring brands for agreement with "A brand that I trust", January 2015-December 2016
- Usage a major defining factor in building trust
Figure 4: Agreement with "A brand that I trust", by brand usage, January 2015-December 2016
- Brands that score highly on trust tend to stand out
Figure 5: Agreement with "A brand that I trust", by perceived brand differentiation (net of "It stands out as being somewhat different from other brands" and "It's a unique brand which really stands out from other brands"), January 2015-December 2016
- A link between trust and preference
Figure 6: Agreement with "A brand that I trust", by brand commitment (Net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-December 2016
- Trust not necessarily a defining factor of satisfaction
Figure 7: Agreement with "A brand that I trust", by brand satisfaction (Net of "Excellent" and "Good" reviews of experience*), January 2015-December 2016
- Trust can add value
Figure 8: Agreement with "A brand that I trust", by agreement with "A brand that is worth paying more for", January 2015-December 2016
- Some brands not reliant on active experience
Figure 9: Brands with the highest trust to usage ratio, January 2015-December 2016
- What we think

Brand Overview – What You Need to Know

- Functional and FMCG brands reign supreme
- Strength of Heinz and NIVEA evident
- A similar story to 2016, but with some different characters
- Loans brands are a marked category
- Smaller finance brands feel the strain

Brands with High Trust Levels

- Functional and FMCG brands reign supreme
Figure 10: Top ranking of brands by agreement with "A brand that I trust", January 2015-December 2016
- Amazon is a brand leader
- Samsung inclusion highlights changing consumer lifestyles
- Strength of Heinz and NIVEA evident
Figure 11: Awareness and usage of the most trusted brands, January 2015-December 2016

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Report Price: £2195.00 | \$2706.87 | €2572.54

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Trusted brands outperform average on experience

Figure 12: Satisfaction and likely recommendation of the most trusted brands, January 2016-December 2016

A Comparison with 2016

A similar story, with some different characters

Figure 13: Top ranking of brands by agreement with "A brand that I trust", January 2014 – December 2015 (for 2015) and January 2015-December 2016 (for 2016)

The risers: Amazon, Colgate, NIVEA, Dove, Samsung

Figure 14: User profile of Dove, May 2015

The fallers: Johnson's, Pyrex, B&Q, Andrex

Brands that Lack High Trust Levels

Loans brands are a marked category

Figure 15: Lowest scoring brands for agreement with "A brand that I trust", January 2015-December 2016

Smaller finance brands feel the strain

Tabloid newspapers struggle to build trust in spite of high usage

Sector Review – What You Need to Know

Link between usage and trust evident in FMCG sectors

Active experience less influential on trust in fashion sector

Post Office most trusted financial services brand

A difficult situation for media brands

Changing consumer habits feeding through to brand attitudes

Samsung shows the potential for technology brands

Automotive

Vehicle recovery more trusted than car marques

Figure 16: Top ranking of brands by agreement with "A brand that I trust" in the automotive sector, January 2015-December 2016

Ford the most trusted car marque

Beauty and Personal Care

Market leader Colgate is most trusted BPC brand

Strong presence from NIVEA and Gillette

Figure 17: Top ranking of brands by agreement with "A brand that I trust" in the BPC sector, January 2015-December 2016

Functional brands score more highly than those that provide glamour

Drink

Link between usage and trust evident in drinks sector

Figure 18: Top ranking of brands by agreement with "A brand that I trust" in the drinks sector, January 2015-December 2016

Lucozade and Baileys represent two outliers

Fashion

Active experience less influential on trust in fashion sector

Figure 19: Top ranking of brands by agreement with "A brand that I trust" in the fashion sector, January 2015-December 2016

However, accessible brands still most likely to be trusted

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Financial Services

Range of financial services categories represented

Figure 20: Top ranking of brands by agreement with "A brand that I trust" in the financial services sector, January 2015-December 2016

Travellex and Asda Money outliers

Food

Similarities between food and BPC sectors

Figure 21: Top ranking of brands by agreement with "A brand that I trust" in the food sector, January 2015-December 2016

Foodservice

Highly-used foodservice brands fare better on trust

Figure 22: Top ranking of brands by agreement with "A brand that I trust" in the foodservice sector, January 2015-December 2016

Household Care

Functional sector drives high level of trust in household care

Yankee Candle and Dyson offer something different

Figure 23: Top ranking of brands by agreement with "A brand that I trust" in the household care sector, January 2015-December 2016

Media

A difficult situation for media brands

Figure 24: Top ranking of brands by agreement with "A brand that I trust" in the media sector, January 2015-December 2016

Retail

Amazon a brand leader

Figure 25: Top ranking of brands by agreement with "A brand that I trust" in the retail sector, January 2015-December 2016

Few glamorous brands are represented

Technology Products

Samsung leads technology product sector, but is subject to change

Figure 26: Top ranking of brands by agreement with "A brand that I trust" in the technology product sector, January 2015-December 2016

Bose has advantage in sound space

Technology Service Providers

The tech service provider sector shifting

Figure 27: Top ranking of brands by agreement with "A brand that I trust" in the technology service provider sector, January 2015-December 2016

History and heritage not enough in tech

Travel

British Airways stands out on trust in travel sector

Figure 28: Top ranking of brands by agreement with "A brand that I trust" in the travel sector, January 2015-December 2016

Influencers on Trust – What You Need to Know

Usage a major defining factor in building trust

Brands that score highly on trust tend to stand out

Consumers willing to associate with trusted brands

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Satisfaction not dependent on trust

Trust can add value

The Link between Trust and Usage

Usage a major defining factor in building trust ...

... but some brands are less reliant on usage

Figure 29: Agreement with "A brand that I trust", by brand usage, January 2015-December 2016

Usage is not always enough to build trust

The Link between Trust and Perceived Differentiation

Brands that score highly on trust tend to stand out

Figure 30: Agreement with "A brand that I trust", by perceived brand differentiation (Net of "It stands out as being somewhat different from other brands" and "It's a unique brand which really stands out from other brands"), January 2015-December 2016

Premium or innovative brands more likely to stand out

Functional, habitual brands skewed more towards trust

The Link between Trust and Brand Preference

A link between trust and preference

Figure 31: Agreement with "A brand that I trust", by brand commitment (net of agreement with "This is a favourite brand" and "I prefer this brand over others"), January 2015-December 2016

Microsoft and Google's habitual use creates preference

Trust as a building block towards commitment

The Link between Trust and Satisfaction

All brands equally capable of creating trust

Figure 32: Agreement with "A brand that I trust", by brand satisfaction (net of "Excellent" and "Good" reviews of experience*), January 2015-December 2016

Low scoring brands on satisfaction generally have low scores for trust

Niche beauty brands capable of creating satisfaction despite low trust

The Link between Trust and Innovation

Innovation not necessarily a driver of trust

Halo and horns effect evident

Figure 33: Agreement with "A brand that I trust", by agreement with "A brand that is innovative", January 2015-December 2016

The Link between Trust and Caring about Health and Wellbeing

BPC and household care sectors demonstrate correlation

Figure 34: Agreement with "A brand that I trust", by agreement with "A brand that cares about my health/wellbeing", January 2015-December 2016

Caring about health is less important in the generation of trust in food sector

The Link between Trust and Being Worth Paying More For

A general link between the two factors

Premium brands lack accessibility to promote as much trust as others

Figure 35: Agreement with "A brand that I trust", by agreement with "A brand that is worth paying more for", January 2015-December 2016

Amazon is an outlier

The Link between Trust and Caring for the Environment

Link between trust and environment not set in stone

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Figure 36: Agreement with "A brand that I trust", by agreement with "A brand that cares for the environment", January 2015-December 2016

Niche nature of ethical brands impacts on generation of trust

The Link between Trust and Social Responsibility

Limited link between trust and social responsibility

Figure 37: Agreement with "A brand that I trust", by agreement with "A brand that is socially responsible", January 2015-December 2016

Ecover and The Body Shop are stark outliers

Cross Category Review – What You Need to Know

The food sector leads on trust

Some brands not reliant on active experience

Prominent sub-brands in most trusted list

Tesco Bank attacked by cyber criminals

Cross Sector Review

Food sector leads on trust

Figure 38: Average trust to usage ratio, by sector, January 2015-December 2016

Household care is functional and earns regular engagement

Myriad brands in BPC sector

Figure 39: Average awareness of brands in different sectors, January 2015-December 2016

Fashion's high desirability creates more trust

Figure 40: Average trust to usage ratio, by sector, January 2015-December 2016

Travel and automotive sectors also benefit from glamorous image

Health issues affect drinks sector

Figure 41: Topic cloud around the sugar tax, 15 December 2014-15 December 2016

Finance sector has a bad reputation

Media brands least likely to be trusted

Technology brands in line to boost trust

Trust without Experience

Some brands not reliant on active experience

Figure 42: Brands with the highest trust to usage ratio, January 2015-December 2016

Premium traits and a useful proposition have an impact

Designer fashion and BPC labels most likely to earn trust without usage

Figure 43: Brands that generate more trust than usage, by sector, January 2015-November 2016

Newspapers highly read but lack trust

Figure 44: Brands with the lowest trust to usage ratio, January 2015-December 2016

Retail brands make up majority of brands with low trust levels

Figure 45: Brands with a trust to usage ratio of less than 50%, January 2015-November 2016

Trust and Sub-brands

Prominent sub-brands in most trusted list

But less of a catch-all pattern across all sub-brands

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Figure 46: Agreement with "A brand that I trust" by overall usage, with parent brand and sub-brands highlighted, January 2015-December 2016

Financial services may offer an easier route for brands to expand

The Tesco Bank Hacking

Tesco Bank attacked by cyber criminals

Figure 47: Proportion of online conversation around Tesco Bank, 1 January 2015-14 December 2016

Tesco Bank perhaps yet to feel the full effect

Figure 48: Agreement with "A brand that I trust" for Tesco Bank, by users of the brand and people aware of the brand, December 2014-December 2016

Lack of wilful intent likely to play into Tesco Bank's favour

Tesco Bank's previous clean image likely to assist

Consumers may be unsure of who to blame

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Appendix – Brands Covered

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