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Roy Morgan unveils the Trusted Brand Award winners for 2025 across all categories

Roy Morgan announces the winners of the Trusted Brand Awards for 2025. These brands have had exceptional years with high levels of trust, and exceedingly low, or negligible, levels of distrust.

All 22 winning brands are highly regarded in their respective industries and many have built on previous wins to continue their market leading levels of trust for another year. An impressive 16 of this year's winners built on their win a year ago to go back-to-back as the most Trusted Brands in their categories.

There are six brands that emerged this year as the most Trusted Brand in their respective categories including three new first-time winners and three returning winners.

The first-time winners include **Commonwealth Bank** as the Bank of the Year, **YouTube** as the Video Sharing Service and Social Media brand of the Year and **Medicare** as the Government Service of the Year.

The returning winners include **BHP** as the Mining & Petroleum company of the Year after a previous win in 2020, **Red Energy** as the Utility of the Year for the third time after previous wins in 2020 and 2022 and **HCF** as the Private Health Insurer of the Year after a previous win in 2019.

The winners of the Roy Morgan Trusted Brand Awards for 2025 are:

Consumer Products	Samsung
Retail	Bunnings
Department and Discount Department Stores	Kmart
Charities	Australian Red Cross
Services	Australia Post
Automotive	Toyota
Superannuation and Wealth Management	AustralianSuper
Technology	Apple
Food and Beverage	Cadbury
Payments, Cards and Loans	PayPal
Pharmaceutical	CSL
Insurance	NRMA
Private Health Insurance	HCF
Banks	Commonwealth Bank (NEW WINNER)
Government Services	Medicare (NEW WINNER)
Utilities	Red Energy
Media	ABC
Mining and Petroleum	BHP
Travel and Tourism	Virgin Australia
Telecommunications	Aussie Broadband
Video Sharing Services and Social Media	YouTube (NEW WINNER)
Supermarkets and Convenience Stores	ALDI

'Best of the Best' Most Trusted Brand for 2025: **Bunnings**

The Roy Morgan Trusted Brand Awards recognise the outstanding levels of trust built up by 22 brands across a range of different industries and services including Consumer Products, Retail, Travel & Tourism, Department and Discount Department Stores, Services & Government Services, Charities, Automotive, Superannuation & Wealth Management, Food & Beverage, Insurance, Utilities, Media, Mining & Petroleum, Pharmaceuticals, Banks, Telecommunications, Supermarkets & Convenience Stores and more.

It's worth noting many of the Trusted Brand Award winners are in the overall Top 20 Most Trusted Brands in the most recent quarter led by **Bunnings**, **ALDI**, **Kmart**, **Apple**, **Toyota**, **Commonwealth Bank**, **Australia Post**, **NRMA** and **Samsung** – all of which scored highly during the year and challenged for the top spot.

The ultimate winner as the 'Best of the Best' Most Trusted Brand for the second consecutive year is **Bunnings**, a brand which has been consistently rated in the top three Most Trusted Brands since 2019 and has maintained high levels of trust as other formerly trusted brands fell sharply down the rankings.

Bunnings awarded Roy Morgan's 'Best of the Best' Most Trusted Brand for 2025



Caption: Roy Morgan congratulates Bunnings on winning the 'Best of the Best' Award as the '2025 Most Trusted Brand in Australia'.

Roy Morgan CEO Michele Levine says the Roy Morgan Trusted Brand Awards recognise 22 of Australia's most trusted brands across a range of key categories that Australians interact with and which have maintained consistently high levels of trust over the last 12 months:

"Australia's most trusted brands stood tall during a year of transition with interest rates peaking during 2024 and now on the way down for the first time since the pandemic. Inflation has also fallen significantly and in recent months the Albanese Government was easily re-elected to a second term.

"The key challenge at the Federal Election, and for leading brands throughout Australia, over the last year, has been dealing with the high cost-of-living caused by the high inflation and interest rates, and this year's Trusted Brand winners have successfully maintained, and built, their trust with their customers and clients better than any of their rivals.

*"The 'Best of the Best Most Trusted Brand' for 2025, **Bunnings**, has now won seven straight victories as the Most Trusted Retail Brand of the Year (2019-2025), and has won the prestigious 'Best of the Best Most Trusted Brand' for a second straight year during a cost-of-living crisis.*

*"**Bunnings** customers consistently mentioned the 'Price matching, good quality and range of products, and helpful staff' as key reasons for the high levels of trust in Australia's favourite retailer.*

*"A typical comment from a **Bunnings** customer was 'They're just a good company. They have a massive range of products that are reasonably priced, and the staff are always knowledgeable and help out' – sentiments expressed by more customers than any other brand over the last two years.*

*"**Bunnings** has been firmly within Australia's top three most trusted brands throughout the last seven years, and as other well-known brands have had significant hits to their reputation, the ubiquitous hardware retailer has maintained its high standing – just above fellow back-to-back winners **ALDI** (Supermarket of the Year) and **Kmart** (Department & Discount Department Store of the Year).*

*"As well as the consecutive victories for **Bunnings**, **ALDI** and **Kmart**, there have been 13 other brands to secure repeat victories in 2025 include **Apple** (Technology), **Toyota** (Automotive), **Australia Post** (Services), **NRMA** (Insurance) and **Samsung** (Consumer Products) – all brands ranked comfortably among the Top 20 most Trusted Brands overall.*

*"Other highly trusted consecutive winners include **PayPal** (Payments, Cards and Loans), **CSL** (Pharmaceutical), **AustralianSuper** (Superannuation and Wealth Management), **Cadbury** (Food and Beverage), **ABC** (Media), **Aussie Broadband** (Telecommunications), **Australian Red Cross** (Charities) and **Virgin Australia** (Travel & Tourism).*

*"It's also important to recognise the three first-time winners including **Commonwealth Bank** as the Bank of the Year, **Medicare** as the Government Service of the Year and **YouTube** as the Video Sharing Service and Social Media brand of the Year.*

*"There are also three returning winners including **BHP** as the Mining & Petroleum company of the Year after a previous win in 2020, **Red Energy** as the Utility of the Year for the third time after previous wins in 2020 and 2022 and **HCF** as the Private Health Insurer of the Year after a previous win in 2019.*

"The importance of trust in our world is often overlooked, but the Roy Morgan Trusted Brand Awards show that building and maintaining high levels of trust – and importantly preventing distrust - is a key ingredient in the success of many of Australia's most prominent brands."

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 22 leading brands for the 12 months to June 2025 and all 22 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 approximately 1,500 to 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 brands 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.

Industry Trust and Brand Health Deep Dive Surveys are also conducted (e.g. Private Health Insurance, Agribusiness, Travel and Tourism, Banking, Retail, etc.) for deep insights into trust and distrust, brand health, customer experience (CX), and much more.

To learn more call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

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