

Tuesday, 14 October 2025

Bunnings, Kmart and Samsung are the Most Trusted Brands in Retail and Consumer Products for 2025

Roy Morgan presented the Roy Morgan Trusted Brand Awards for 2025 to Bunnings, Kmart and Samsung for Retail and Consumer Products industries, alongside Aldi in the Supermarkets category. Finalists across these industries included IGA, Big W, Myer, Sony, HP and Nike.

The broader Retail category (not including Supermarkets) was again topped by Australia's leading home hardware brand **Bunnings** – with a seventh 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 2025 for a second straight year](#)'. 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 seven 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 **Big W**, just ahead of **Myer** in third place.

The winner of the 'Most Trusted Consumer Products Brand' was South Korean based multi-national powerhouse **Samsung** which recorded its seventh 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 fifth consecutive year is **Apple**, ahead of fellow finalist **Hewlett-Packard**.

This year, **Aldi** has retained the title of Australia's 'Most Trusted Supermarket Brand' for 2025. Aldi's win, a significant achievement in the highly competitive Supermarkets category, was followed by **IGA** and the South Australian headquartered **Drakes Supermarket** in second and third place.

There were over 60 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 2025:

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

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



Picture: Chief People Officer of **Bunnings**, Damian Zahra, accepts the dual awards for **Bunnings** – the prestigious 'Best of the Best Award' and the 'Most Trusted Retail Brand' for 2025.

Bunnings has once again been recognized as Australia's 'Most Trusted Retail Brand' for 2025 – a seventh 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 a second time in 2025.

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 AliExpress, Amazon, BCF (Boating, Camping, Fishing), Best & Less, Big W, Bunnings, Chemist Warehouse, Costco, David Jones, Dan Murphy's, EB Games, eBay, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, MECCA, Mitre 10, Officeworks, Myer, Priceline, Rebel Sport, Repco, Reject Shop, Shein, Spotlight, Specsavers, Supercheap Auto, Target, Temu, The Good Guys, The Iconic and Valve.

Some of the comments from Australians about why they trust **Bunnings** were that "**Bunnings** has price matching, good quality products, good range of products, helpful staff" and "**Bunnings** just seem to be a good company. They have a massive range of products that are reasonably priced, and the staff always help out and are knowledgeable."

Bunnings: "We're proud to be named by [Roy Morgan](#) as both Australia's Most Trusted Brand and Retail's Most Trusted Brand for 2025.

"These awards are a reflection of the incredible work our 50,000+ team members across Australia do every day to support our customers, communities, suppliers and tradies.

"Thank you to our team, our suppliers and our customers for your continued trust. We'll keep working hard to earn it, every day."

Video of award acceptance for **Bunnings (Retail)**: https://youtu.be/VaglcqVS_r0?si=hsn9r61pT65YS8Cg

Video of award acceptance for **Bunnings ('Best of the Best')**: <https://youtu.be/jQozu1cJMJQ?si=j5kD5EDu0ob2-gYU>

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



Picture: Rennie Freer, **Kmart**'s General Managing of Marketing, and her acceptance speech after **Kmart** was awarded the 'Most Trusted Department & Discount Department Store Brand' for 2025.

Kmart retained top position as Australia's 'Most Trusted Department & Discount Department Store Brand'. This marks the iconic brand's seventh 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.

Seven leading brands were nominated in the 'Most Trusted Brand in Department & Discount Department Stores' category, including Big W, Costco, David Jones, Kmart, Myer, Reject Shop, and Target.

Some of the comments from Australians about why they trust **Kmart** were that "**Kmart** look after families with their good quality products and low prices" and "Because **Kmart** are consistent and reliable with a great range and value."

Kmart: "It was an honour to join [Bernard Wilson](#) and [Emily Cole](#) in representing the [Kmart Australia Limited](#) team to accept the award as Roy Morgan's Most Trusted Brand in the Department and Discount Department Stores category for 2025 — our seventh consecutive win.

"This recognition belongs to the 50,000 proud and passionate team members in our stores, distribution centres and support offices here in Australia and right around the world as a reflection of their ongoing commitment to making everyday living brighter for our customers and communities.

"Congratulations to the other worthy recipients of these awards and a heartfelt thanks to the [Roy Morgan](#) team, our customers and valued partners for being such a wonderful part of the Kmart community." – **Rennie Freer, General Manager – Marketing at Kmart Australia.**

Video of award acceptance for **Kmart:** <https://youtu.be/26EhFUcUuYI?si=karvSNzhJ6jw7uzA>

Most Trusted Brand for Supermarkets & Convenience Stores: **Aldi**



Picture: Roy Morgan CEO Michele Levine (middle) presenting the award for the 'Most Trusted Brand for Supermarkets & Convenience Stores' to **Aldi** Director of Store Operations, Derrimut, Callum Storey and **Aldi** Director of Store Operations, Dandenong, Stephanie Lukan (right).

Aldi has been rewarded as Australia's 'Most Trusted Brand for Supermarkets & Convenience Stores' again in 2025. Known for its commitment to value and quality, Aldi capitalised on the distrust for other supermarkets to cement itself as Australia's Most Trusted Supermarket & Convenience Store and second most trusted overall.

Aldi had tough competition in the Supermarkets & Convenience Stores category with eight brands competing for the award – two of these brands rated in the top 15 in the overall category. These competitors included 7-Eleven, ALDI, Coles, Drakes Supermarket, Foodland, Harris Farm, IGA, and Woolworths.

Some of the comments from Australians about why they trust **Aldi** were "Why I trust **Aldi** is because it focuses on affordability and effective marketing campaigns" and "**Aldi** supply good products at lower costs, and I have never had an issue with them."

Aldi: "Honored to receive the [Roy Morgan](#) Most Trusted Supermarket Brand Award with [Stephanie Lukan](#) tonight on behalf of [ALDI Stores Australia](#).

"Appreciate the commitment and dedication from our over 16,000 team members, these things don't just happen. They are the result of people going above and beyond to make a difference (sometimes by being good different!).

"Thank you to the whole Aldi team, and with my biased hat on, particularly our Operations team in Victoria!!" – **Callum Storey, Director – Store Operations at ALDI Stores Australia.**

Video of award acceptance for **Aldi:** <https://youtu.be/vFb87bMRVVo?si=PQVqzTzXlSdQFFzb>

Most Trusted Brand for Consumer Products: Samsung

Samsung is the winner of the Roy Morgan Most Trusted Brand in Consumer Products for 2025 – a seventh straight win in the highly contested category. This is an impressive win in an expansive category that covers clothing, footwear, electronics, white goods, health and beauty among others.

Among the 20 high profile brands that **Samsung** outperformed to be the 'Most Trusted Consumer Products Brand' in Australia were Adidas, Blizzard, Body Shop, Bonds, Bosch, Colgate-Palmolive, Cotton On, Dyson, Electronic Arts (EA), Johnson & Johnson, Lego, LG, Nike, Nintendo, Patagonia, PlayStation, Sony, Unilever, Who Gives A Crap.

Some of the comments from Australians about why they trust **Samsung** were *"I've used **Samsung's** products for years with no issues"* and *"**Samsung** has top-tier products across many categories and are always striving for excellence."*

Most Trusted Brand for Technology: Apple

Apple has again been rewarded as Australia's 'Most Trusted Brand in Technology' for a fifth straight year. The global technology giant has been amongst the most trusted brands in Australia for many years and sits comfortably within the top five most trusted brands in Australia once again in 2025.

Apple was the 'Most Trusted Brand in Technology' ahead of fellow finalist HP (Hewlett-Packard) while other technology brands in the category included Microsoft and OpenAI (ChatGPT).

Some of the comments from Australians about why they trust **Apple** were *"**Apple** has good products at a fair price"* and *"**Apple** is a good brand with a strong history of innovation and customer support."*

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 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'. 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 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.

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 Trusted Brands 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 & Transportation

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

Banks

ANZ, Bendigo Bank, Bank Australia, Bank of Queensland, BankSA, Bankwest, CBA, Great Southern Bank (CUA), Heritage Bank, HSBC, ING, Macquarie Bank, ME (ME Bank / Members Equity), NAB, People's Choice Credit Union, St George, Suncorp, Teachers Mutual Bank, Ubank, Westpac.

Charities

Cancer Council, Greenpeace, Red Cross, RSPCA, Salvation Army (Salvos), Smith Family, St Vincent's (Vinnies), World Vision.

Chemical & Pharmaceutical

CSL (CSL Limited), Monsanto, Pfizer.

Consumer Products

Adidas, Blizzard, Body Shop, Bonds, Bosch, Colgate-Palmolive, Cotton On, Dyson, Electronic Arts (EA), Johnson & Johnson, Lego, LG, Nike, Nintendo, Patagonia, PlayStation, Samsung, Sony, Unilever, Who Gives A Crap.

Food & Beverage

Arnott's, Bega, Cadbury, Coca-Cola Amatil (Coke), Hungry Jack's, KFC, McDonald's, Nestlé, Sanitarium, Starbucks.

Gambling

Crown casinos, Sportsbet, TABCorp.

Government Services

Australian Taxation Office (ATO), Centrelink, CSIRO, Federal government, Local government, Medicare, NDIS (and NDIS providers), Reserve Bank of Australia, State government.

Insurance

AAMI, AHM (Australian Health Management), Allianz, APIA (Australian Pensioners Insurance Agency), Bupa, Budget Direct, HBF (Hospital Benefits Fund), HCF (Hospitals Contribution Fund of Australia), GIO Insurance, Medibank Private Limited, nib, NRMA, QBE Insurance, RAA (Royal Automobile Association of South Australia), RAC (Royal Automobile Club of Western Australia), RACQ, RACV, RACT, Shannons Insurance, YOUI.

Media

ABC, Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Foxtel, Fox, Google, Netflix, NewsCorp (News Ltd), SBS, Sky (Sky News), Seven West Media, Spotify, The Guardian.

Mining & Petroleum

Ampol (Caltex), BP, BHP, Exxon, Fortescue Metals, Hancock Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum.

Payments, Cards & Loans

American Express (AMEX), PayPal.

Political Parties / Entities

Australian Labor Party (ALP), Liberal Party.

Real Estate / Property Developers

Ray White.

Retail

AliExpress, Amazon, BCF (Boating, Camping, Fishing), Best & Less, Big W, Bunnings, Chemist Warehouse, Costco, David Jones, Dan Murphy's, EB Games, eBay, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, MECCA, Mitre 10, Officeworks, Myer, Priceline, Rebel Sport, Repco, Reject Shop, Shein, Spotlight, Specsavers, Supercheap Auto, Target, Temu, The Good Guys, The Iconic, Valve.

Services

Australia Post, Choice, Elders, PwC, Wesfarmers.

Sports

AFL / Aussie Rules.

Superannuation & Wealth Management

AMP, Australian Retirement Trust (ART), First State Super (Aware Super), AustralianSuper, BlackRock, HESTA, Rest Super, UniSuper, Vanguard.

Supermarkets & Convenience Stores

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

Technology

Apple, HP (Hewlett-Packard), Microsoft, OpenAI (ChatGPT).

Telecommunications

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

Travel & Tourism

Boeing, Jetstar, Qantas, SpaceX, Virgin.

Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Synergy, Water Corporation WA.

Video Sharing Service & Social Media

Facebook (Meta), Instagram, TikTok, Twitter (X), YouTube.

