

Thursday, 30 April 2026

Roy Morgan unveils Annual Customer Satisfaction Award winners across all categories

The winners of the Roy Morgan Annual Customer Satisfaction Awards 2025 are:

Finance (12 Awards)

Bank of the Year	P&N Bank
*Major Bank of the Year	NAB
Neobank of the Year	Up
General Insurer of the Year	Shannons (NEW)
*Major General Insurer of the Year	RAC
Private Health Insurer of the Year	Police Health (NEW)
Private Health Insurer of the Year – Retail	Australian Unity
Private Health Insurer of the Year – NFP or Restricted	TUH / Teachers Health Group
Risk & Life Insurer of the Year	ClearView (NEW)
Super Fund of the Year	Australian Ethical
Retail Super Fund of the Year	Australian Ethical
Industry Super Fund of the Year	UniSuper

Retail (16 Awards)

Auto Store of the Year	Supercheap Auto
Clothing Store of the Year	Suzanne Grae
Coffee Shop of the Year	Muffin Break
Department Store of the Year	Myer
Discount Department Store of the Year	Best&Less (NEW)
Discount Variety Store of the Year	The Reject Shop
Furniture/Electrical Store of the Year	JB Hi-Fi
Hardware Store of the Year	Bunnings Warehouse
Liquor Store of the Year	First Choice Liquor
Chemist/Pharmacy of the Year	Chemist Warehouse
Quick Service Restaurant of the Year	Grill'd
*Major Quick Service Restaurant of the Year	Subway
Online Retailer of the Year	Adore Beauty
Shoe Store of the Year	Spendless Shoes
Sports Store of the Year	Rebel Sport
Supermarket of the Year	ALDI

Telecommunications (3 Awards)

Internet Service Provider of the Year	Aussie Broadband
Mobile Handset Provider of the Year	Apple iPhone
Mobile Phone Service Provider of the Year	Coles Mobile (NEW)

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Automotive (2 Awards)

Car Manufacturer of the Year

Volvo

*Major Car Manufacturer of the Year

Subaru**Tourism & Travel (2 Awards)**

Domestic & Regional Airline of the Year

Rex (Regional Express)

International Airline of the Year

Singapore Airlines**Utilities (2 Awards)**

Electricity Provider of the Year

Red Energy

Gas Provider of the Year

Red Energy

*The brands included in the four major award categories are determined based on market size and only the top brands by market size are included in the major award categories.

Of the 37 award winners just under two-thirds, 23, are repeat winners backing up from a victory a year ago. The repeat winners included 11 with a perfect record of 12 monthly wins including RAC, ALDI, Aussie Broadband, Supercheap Auto, Adore Beauty, Muffin Break, The Reject Shop, JB Hi-Fi, Bunnings Warehouse, Rebel Sport and Subway.

In addition to the repeat winners, there were also five first-time winners including Discount Department Store of the Year Best&Less, General Insurer of the Year Shannons, Mobile Phone Service Provider of the Year Coles Mobile, Private Health Insurer of the Year Police Health and Risk & Life Insurer of the Year ClearView.

There were also seven companies returning to the winner's circle this year after missing out a year ago including Handset Provider of the Year Apple iPhone, Liquor Store of the Year First Choice Liquor, Shoe Store of the Year Spendless Shoes, Quick Service Restaurant of the Year Grill'd, Car Manufacturer of the Year Volvo, Retail Superannuation Fund of the Year Australian Ethical, and Major Bank of the Year NAB, back on top for the first time in 13 years – the longest gap of any returning winner.

Other businesses to perform exceptionally well during the year with at least 10 monthly wins included TUH / Teachers Health Group (12 wins), Chemist Warehouse (11 wins), Up (11 wins), Singapore Airlines (10 wins), and Red Energy with two wins for Electricity Provider of the Year and Gas Provider of the Year.

Over 60,000 Australians surveyed from January to December 2025 named the companies they deal with across more than 30 industries, including Automotive, Banking, Supermarket and Telecommunications, and rated how satisfied they were with them. Monthly Customer Satisfaction winners are recorded in each category throughout the year, with the annual award going to the company with the most monthly wins.

Roy Morgan CEO Michele Levine says:

"The Annual Roy Morgan Customer Satisfaction Awards honour the Australian businesses who deliver continuously on their social contract with every customer.

"These awards bring together more than 400 of Australia's most well-known companies competing in 37 categories for the Roy Morgan Customer Satisfaction Awards.

"While the data scientists at Roy Morgan collect and collate the data on a continuous basis, it is the customers of the more than 400 companies involved that provide their feedback and judge these companies with their honest, unvarnished opinions to an independent and trusted research company.

"This is the key factor that makes these awards so meaningful and highly valued.

"The data that underpins the Roy Morgan Customer Satisfaction Awards comes from real people telling us how they feel about the brands and companies they interact with. They do so via our Single Source survey, for which we interview over 60,000 Australian people each year across the nation.

"This massive study provides an accurate, independent, and objective measure of how people feel about the companies they give their business to.

"We ask respondents to tell us which companies they deal with in different categories and then to rate how satisfied they are with each. Each month we calculate monthly Customer Satisfaction winners in each of the categories as the year unfolds, and the annual award goes to the company with the most monthly wins during the year..

"Roy Morgan's Annual Customer Satisfaction Awards are the gold standard in identifying the companies and brands that stay ahead of the pack by knowing what their customers want and delivering it on a consistent basis.

"A look at the year's customer satisfaction winners shows five first-time winners including Discount Department Store of the Year (Best&Less), General Insurer of the Year (Shannons), Mobile Phone Service Provider of the Year (Coles Mobile), Private Health Insurer of the Year (Police Health) and Risk & Life Insurer of the Year (ClearView) in a tight contest against Allianz.

"There were 13 businesses that aced their customer satisfaction by winning all 12 months including well-known retailers Rebel Sport, Supercheap Auto, Bunnings Warehouse, The Reject Shop, ALDI, JB Hi-Fi and Adore Beauty.

"Major Quick Service Restaurant of the Year Subway scored another perfect year with 12 monthly wins for a seventh consecutive year while RAC won the Major General Insurer of the Year for the seventh straight year and with an unblemished record of 12 monthly wins.

"There were also flawless years for Coffee Shop of the year Muffin Break with 12 monthly wins and a fourth consecutive annual win, Internet Service Provider of the Year Aussie Broadband with 12 monthly wins and a third consecutive annual win, as well as Private Health Insurer of the Year Police Health and Private Health Insurer of the Year (Not for Profit or Restricted) TUH.

"Other impressive performers included Singapore Airlines which won the International Airline of the Year for a sixth straight year and tenth time overall, and Red Energy which won the Electricity Provider of the Year for a fourth straight year and an eighth time overall.

"Backing up its impressive performance of a year ago was the Bendigo & Adelaide Bank's online subsidiary Up which has now won the Neobank of the Year for three straight years in 2023, 2024 and 2025. This year's victory was powered by a near-perfect 11 monthly wins."

For comments or more information about Roy Morgan's Annual Customer Satisfaction Award data please contact:

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Roy Morgan Customer Satisfaction Awards

The Roy Morgan Customer Satisfaction Awards highlight the winners, but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, trust and distrust, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set, and Roy Morgan can also provide the key drivers of these metrics to identify the specific levers for improvement.

The data that determines who wins comes from Roy Morgan's massive Single Source survey compiled from in-depth interviews with over 60,000 consumers from all around Australia.

Need to know how you stand in customer satisfaction?

Check out our rankings and related customer satisfaction reports by industry and brands at www.customersatisfactionawards.com

Customer Satisfaction is tracked monthly for the following brands:

AAMI, Abal Banking, ActewAGL, Adelaide Bank, Adore Beauty, AGL, AGL (including Amaysim, Click Energy & PowerDirect), ahm (Australian Health Management), AIA Australia, AIA Australia (incl Comminsure), Air Canada, Air New Zealand, AirAsia X, Alcatel, Aldi, Aldi Liquor, ALDI Mobile, Alfa Romeo, Alibaba, AliExpress, Alinta Energy, Allianz, Amaysim, Amazon, Amcal, American Airlines, AMP, ANSVAR, ANZ, ANZ Plus, ANZ Smart Choice Super, Apia, Apple iPhone, ASOS, Aston Martin, Audi, Aurora Energy, Aussie Broadband, Australian Ethical Investment, Australian Military Bank (incl. Australian Defence), Australian Retirement Trust (incl. QSuper & Sunsuper), Australian Seniors Insurance Agency, Australian Unity (incl. Big Sky), AustralianSuper (incl. Club Plus & LUCRF), Auswide Bank (incl. Wide Bay Capricorn B.S., Your Credit Union (YCU), Queensland Professional), Autobarn, Autopro, Aware (incl. First State, Stateplus & VicSuper), Bank Australia (incl. Bankmecu), Bank First (incl. Victoria Teachers Mutual Bank), Bank of Melbourne, Bank of Queensland - BOQ, Bank of us (incl. B&E), Bank Orange, BankSA, BankVic (incl. Police Association Credit (VIC)), BankWest, BCU Bank, Belong, Bendigo Bank, Bentley, Best&Less, Betta Home Living / Betta Electrical, Betts, Betts Kids, Betty's Burger, Beyond Bank Australia, Big W, Bingle, BlackBerry, BMW, Boost, Bottlemart, Bras N Things, Brighter Super, British Airways, Budget Direct, Bunnings, BUPA, BWS - Beer Wine Spirits, BYD, Cadillac, CareSuper, Cathay Pacific, CBHS, Cbus (incl. Media Super), Cellarbrations, CGU, Cheap as Chips, Chemist Warehouse, Chery, Chevrolet, Chicken Treat, China Southern Airlines, Chrysler, CIL Insurance, Citroën, Clearview (including Bupa Life Insurance), Club Marine, Coffee Club, Coles, Coles Mobile, Colonial First State, Commonwealth Bank, Community First, Costco, Cotton On, CovaU Energy, Credit Union SA, Crust Pizza, Cupra, Daewoo, Daihatsu, Dan Murphy's, David Jones, DealsDirect, Deepal, Defence Bank (incl. Defence Force Credit), Defence Health, Defence Service Homes Insurance (DVA), Delta Airlines, Dimmeys, Discount Drug Stores, Dodge, Dodo, Domino's Pizza, Donut King, Duncan's, eBay, Elders, Elgas, Emirates, EnergyAustralia, Engie, Equip (incl. Catholic Super), Ergon Energy, Etihad Airways, Everyday Insurance from Woolworths, Everyday Mobile from Woolworths, Exetel, Fantastic Furniture, Fasta Pasta, Felix Mobile, Ferrari, Fiat, Fiji Airways, First Choice Liquor, Fishpond, Foodland, Foot Locker, Ford, Foton, Foxtel, Frank Insurance, Freedom, Future Super, G&C Mutual Bank (incl. SGE (State Government Employees)), Garuda Indonesia, Geely, Genesis, GIO, Globird Energy, Gloria Jean's, GMC, GMCU - Goulburn Murray Credit Union, GMHBA, Google phone, Great Southern Bank (includes CUA), Greater Bank, Grill'd, Guardian, Guzman Y Gomez, GWM, H&M, Harris Scarfe, Harvey Norman, Haval, Hawaiian Airlines, HBF (Hospital Benefits Fund), HCF, Health Partners, Henry Bucks, Heritage Bank, HESTA, HIF (Health Insurance Fund), Hog's Breath Café, Hollard Insurance Partners, Home Timber and Hardware, Honda, Honey Insurance, Horizon Bank, Horizon Power, HOSTPLUS (incl. Intrust & Statewide), HSBC, HTC, Huawei, HUB24, Hudsons, Hume Bank (incl. Hume Building Society), Hummer, Hungry Jack's, Hyundai, IGA, IGA Liquor, IINET, Ikea, Illawarra Credit Union, IMB Bank, Infiniti, ING, Insuranceline, IOOF, iPrimus, Isuzu Ute, JAC, Jack's Café, Jacqui E, Jaecoo, Jaguar, Jay Jays, JB Hi-Fi, Jeep, Jensen, Jetstar, Just Jeans, Just Wines, KFC, KGM SsangYong, Kia, Kleenheat, Kmart, Kogan, Kogan Energy, Kogan.com, LA Porchetta, Laithwaite's, Lamborghini, Land Rover, Latrobe Health Services, LDV, Leapmotor, Lebara Mobile, Lexus, Liquor Barons, Liquor Legends, Liquorland, Lotus, Lowes, Lumo Energy, Lyncamobile, Macquarie, Mad Mex, Mahindra, Malaysia Airlines, Maserati, Mate, Mathers, Mazda, McCafé, McDonald's, ME Bank, Medibank Private, Mercedes-Benz, Mercer (incl. BT Super, Asgard Super), MG, Mini, Mitre 10, Mitsubishi, MLC, Momentum Energy, Moose Mobile, More Telecom, Morgan, Motorola, Muffin Break, My Chemist, Myer, MyState Bank, NAB, Naked Wines, Nando's, National Australia Bank (NAB), Navy Health, Newcastle Permanent B.S., NIB, Nissan, Noble Oak, Nokia, Noodle Box, Northern Inland (NSW), Novo Shoes, NRMA, Omoda, OnePath, Opel, Oporto, Oppo, Optus, Origin Energy, P&N Bank (incl. Police & Nurses (WA)), Peoplecare, People's Choice Credit Union, Peugeot, Pharmacy 4 Less, Pizza Capers, Pizza Hut, Platypus Shoes, Plum, Polestar, Police Credit Union (SA & NT), Police Health, Porsche, Portmans, Powershop, PowerWater Corporation, Priceline Pharmacy, Proton, Qantas, Qantas Assure, Qantas Wine Club, Qantaslink, Qatar Airways, QBank (incl. Queensland Police), QBE, QLD Country Health, Qudos Bank (incl. Qantas Money), Queensland Country Bank, R&T Health Fund (Rail & Transport), RAA, Rabobank, RAC, RACQ, RACQ Bank (incl. QTMB), RACT, RACV, RAM, Real Insurance, Rebel, Red Energy, Red Rooster, Regional Australia Bank (incl. Community Mutual), Renault, Repco, Resolution Life, REST Super, Retravision, REX (Regional Express), Rockmans, Rolls-Royce, Rover, Saab, Samsung, Schnitz, Scoot, SEAT, Secret Bottle, Shannons, SHEIN, Singapore Airlines, Sip'n Save, Skechers, Skoda, Smart, Sony Ericsson, Soul Origin, Soul Pattinson, Southern Cross, Southern Phone, Spendless Shoes, Spirit Super (incl. Tasplan, MTAA Super), Sports Power, Sportsco, Sportsgirl, St George, St Lukes, Starbucks Coffee, Subaru, Subway, Summerland Bank, Sumo, Sumo Power, Suncorp, Suncorp Insurance, Super Amart / Amart Furniture, Supercheap Auto, Superloop, Sussan, Suzanne Grae, Suzuki, Swann Insurance, Synergy, TAL (incl. St George, Westpac, Asteron), Tangerine, Tango Energy, Target, Tas Gas, Tata, Teachers Health, Teachers Mutual Bank, Telstra, Temple & Webster, Temu, Terry White Chemmart, Thai Airways, The Athlete's Foot, The Bottle-O, The Capricornian, The Good Guys, The Iconic, The Reject Shop, Thirsty Camel, Tigerair, TPG, True Value Hardware, TUH (Teachers Union Health), UBank, UniSuper (incl. Australian Catholic), United, Up, Vanguard, Vero, Vintage Cellars, Virgin Atlantic, Virgin Australia, Virgin Money, Vodafone, Westfund, Westpac, WFI, Williams Shoes, Wine Direct, Wine Selectors, Woolworths, Youi, Zambrero, Zara, Zurich.



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
60,000	±0.4	±0.4	±0.2	±0.2