

Thursday, 3 September 2026

Roy Morgan unveils the Trusted Brand Award winners for 2026 across all categories

Roy Morgan announces the winners of the Trusted Brand Awards for 2026. 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 19 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 eight returning winners who have continued their unbroken winning streaks since these awards began in 2019 – now at eight in a row. These impressive brands are led by Retailer of the Year **Bunnings**, Department & Discount Department Store of the Year **Kmart**, Automotive Brand of the Year **Toyota**, Services Brand of the Year **Australia Post**, Consumer Products Brand of the Year **Samsung**, Insurer of the Year **NRMA**, Pharmaceutical Brand of the Year **CSL** and Media Brand of the Year the **ABC**.

There are three brands that returned to the winners circle this year led by **The Salvation Army** as Charity of the Year after last tasting victory in 2023, the **CSIRO** as Government Services Brand of the Year after also winning in 2024, and **HBF** as Private Health Insurance Brand of the Year after winning in 2023.

The winners of the Roy Morgan Trusted Brand Awards for 2026 are:

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

'Best of the Best' Most Trusted Brand for 2026: **Bunnings**

Visit the Roy Morgan Online Store to view the [Roy Morgan Trusted Brands Award Report 2026](#).

The Roy Morgan Trusted Brand Awards recognise the outstanding levels of trust built up by these brands across a range of different industries and services including Consumer Products, Retail, Travel & Tourism, Department & 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**, **Commonwealth Bank**, **Apple**, **Toyota**, **Australia Post**, **Samsung** and **NRMA** – 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 third 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 2026



Caption: Roy Morgan congratulates Bunnings on winning the 'Best of the Best' Award as the '2026 Most Trusted Brand in Australia'.

Roy Morgan CEO Michele Levine says the Roy Morgan Trusted Brand Awards reward 22 of Australia's most trusted brands across a range of key industries that Australians rate as having had consistently high levels of trust – and low distrust – over the last 12 months:

"Roy Morgan has again recognised Australia's most highly trusted brands at the annual Roy Morgan Trusted Branded Awards at a presentation to the winners tonight in Melbourne.

*"There are several standouts for the year and once again the 'Best of the Best Most Trusted Brand' has been awarded to **Bunnings** – a third straight victory for the hardware retailer. Just as impressively, **Bunnings** has an unblemished record with eight straight victories as the 'Most Trusted Retail Brand of the Year' (2019-2026) – an outstanding result amidst a challenging economic environment.*

*"The reasons Australians give for their high trust in **Bunnings** are remarkably practical ones. They trust **Bunnings** for 'low, affordable and fair prices,' for 'knowledgeable and professional staff,' for 'good quality products and services,' for its 'focus on the customer,' and for a 'extensive range of products that meets the needs of their customers'.*

"Taken together, comments from Australians are not the ingredients of a campaign claim so much as a consistent experience, repeated often enough, and reliably enough, to become public confidence.

*"**Bunnings** has been firmly within Australia's top three most trusted brands throughout the last eight years, just above fellow repeat winners **ALDI** (Supermarket of the Year for three years in a row) and **Kmart** (Department & Discount Department Store of the Year for eight years in a row).*

*"Other brands to enjoy an impressive streak of consecutive victories include **Toyota** (Automotive), **Australia Post** (Services), **NRMA** (Insurance), **Samsung** (Consumer Products), **CSL / CSL Limited** (Pharmaceutical) and **ABC** (Media) – all brands which have now won eight consecutive Roy Morgan Trusted Brand Awards from 2019 – 2026.*

*"There are also three returning winners worth highlighting including the **Salvation Army** as the Charity of the Year after five previous wins from 2019 – 2023, the **CSIRO** as the Government Services Brand of the Year after five previous wins from 2020 – 2024, and Private Health Insurer of the Year **HBF** which last won in 2023.*

"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 2026 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.

Visit the Roy Morgan Online Store to view the [Roy Morgan Trusted Brands Award Report 2026](#).

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