

Tuesday, 29 September 2026

Roy Morgan announces winners of the 2026 New Zealand Customer Satisfaction Awards

Roy Morgan is proud to announce the annual New Zealand Customer Satisfaction Awards to honour the New Zealand businesses leading the way in Customer Satisfaction and providing outstanding personal service in the previous calendar year across a range of industries including Automotive, Finance, Retail, Telecommunications, Tourism & Travel and Utilities.

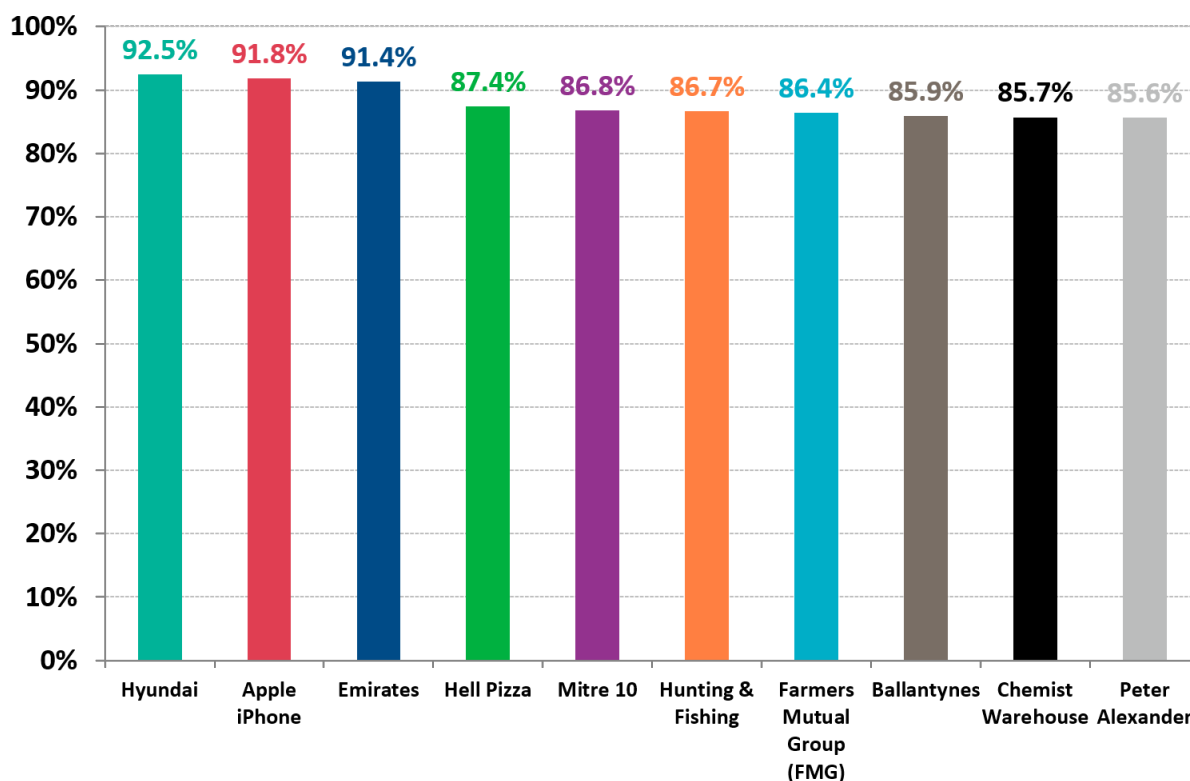
Of the 25 companies winning an award in 2026, 10 are repeat winners from a year ago, while there are 12 winners who did not feature among the 2025 winners and three winners in new categories introduced this year.

More than 150 companies competed across the 25 categories, plus the ultimate award, the 'Best of the Best', won this year by Car Manufacturer of the Year **Hyundai**, which emerged as the company with the highest Customer Satisfaction of any category winner at 92.5%.

Filling out the top five positions were Mobile Handset Provider of the Year **Apple iPhone** with a Customer Satisfaction of 91.8%, International Airline of the Year **Emirates** on 91.4%, Quick Service Restaurant of the Year **Hell Pizza** on 87.4%, and Hardware Store of the Year **Mitre 10** on 86.8% in fifth place overall.

Watch the special [Roy Morgan webinar of the 2026 New Zealand Customer Satisfaction Awards](#) presented by Roy Morgan CEO Michele Levine.

Top 10 Roy Morgan Customer Satisfaction Award Winners 2026



Source: Roy Morgan Single Source (New Zealand). Customer Satisfaction, year ending June 2026.

Base: New Zealanders 14+, n=6,410.

New Zealand Customer Satisfaction Award Winners stand out across 25 categories

Ten companies backed up their victories from 2025, including Domestic Airline of the Year **Air New Zealand**, Major Bank of the Year **Kiwibank**, Insurer of the Year **Farmers Mutual Group (FMG)**, Book/Stationery Store of the Year **Paper Plus**, Hardware Store of the Year **Mitre 10**, Sports Store of the Year **Hunting & Fishing**, Supermarket of the Year **New World**, Mobile Service Provider of the Year **Skinny Mobile**, International Airline of the Year **Emirates** and Gas Provider of the Year **Rockgas**.

New Zealand Customer Satisfaction Awards 2026 – 25 Winners

Automotive

Car Manufacturer of the Year

Hyundai (NEW)

Banking & Insurance

Bank of the Year

*Major Bank of the Year

Insurer of the Year

*Major Insurer of the Year

The Co-operative Bank (NEW)

Kiwibank

Farmers Mutual Group (FMG)

Southern Cross Healthcare (NEW)

Retail

Auto Store of the Year

Book/Stationery Store of the Year

Chemist/Pharmacy of the Year (**NEW CATEGORY**)

Coffee Shop of the Year

Clothing Store of the Year

Department Store of the Year

Furniture/Electrical Store of the Year

Hardware Store of the Year

Online Store of the Year (**NEW CATEGORY**)

Quick Service Restaurant (QSR) of the Year

Shoe Store of the Year (**NEW CATEGORY**)

Sports Store of the Year

Supermarket of the Year

Repco (NEW)

Paper Plus

Chemist Warehouse (NEW)

Muffin Break (NEW)

Peter Alexander (NEW)

Ballantynes (NEW)

Briscoes (NEW)

Mitre 10

Trade Me (NEW)

Hell Pizza (NEW)

Skechers (NEW)

Hunting & Fishing

New World

Telecommunications

Internet Service Provider of the Year

Mobile Handset Provider of the Year

Mobile Service Provider of the Year

Mercury (NEW)

Apple iPhone (NEW)

Skinny Mobile

Tourism and Travel

Domestic Airline of the Year

International Airline of the Year

Air New Zealand

Emirates

Utilities

Electricity Provider of the Year

Gas Provider of the Year

Frank Energy (NEW)

Rockgas

*Only the top brands by market size are included in the major award categories.

There were 12 winners that did not feature among the 2025 award winners, led by Car Manufacturer of the Year and overall 'Best of the Best' Award Winner **Hyundai**. Other category winners not featured among last year's winners include Bank of the Year **The Co-operative Bank**, Major Insurer of the Year **Southern Cross Healthcare**, Auto Store of the Year **Repco**, Coffee Shop of the Year **Muffin Break**, Clothing Store of the Year **Peter Alexander**, Department Store of the Year **Ballantynes**, Furniture/Electrical Store of the Year **Briscoes**, Quick Service Restaurant of the Year **Hell Pizza**,

Internet Service Provider of the Year **Mercury**, Mobile Handset Provider of the Year **Apple iPhone**, and Electricity Provider of the Year **Frank Energy**.

There were also three winners in new award categories introduced in 2026, including **Chemist Warehouse** as Chemist/Pharmacy of the Year, **Trade Me** as Online Store of the Year and **Skechers** as Shoe Store of the Year.

Michele Levine, CEO Roy Morgan, says the Roy Morgan Customer Satisfaction Awards highlight the New Zealand businesses that consistently deliver a superior level of customer service that retains existing customers and attracts new ones:

"To keep customers businesses need their satisfaction, engagement, loyalty, advocacy and trust. Too often it can go wrong for businesses, making those that consistently satisfy their customers all the more deserving of recognition and celebration."

"The New Zealand Customer Satisfaction Awards are based on the experiences of thousands of New Zealand consumers and recognise the businesses that have excelled at providing outstanding customer service across a diverse range of industries."

"This year's awards highlight the highly competitive nature of the New Zealand marketplace, with ten companies backing up their victories from 2025, alongside a range of businesses claiming category honours after not featuring among last year's winners."

*"Special congratulations go to **Hyundai**, which was named Roy Morgan's 2026 New Zealand Customer Satisfaction Awards 'Best of the Best' winner after achieving the highest Customer Satisfaction of any category winner at 92.5%."*

"The introduction of three new award categories in 2026 reflects the evolving needs and expectations of New Zealand consumers and provides additional opportunities to recognise excellence in Customer Satisfaction."

*Other noteworthy winners include the place-getters in the 'Best of the Best' Award such as Mobile Handset Provider of the Year **Apple iPhone** (91.8% customer satisfaction) and International Airline of the Year **Emirates** (91.4%), which both ranked among the highest-performing category winners in 2026."*

"Congratulations to this year's winners: your commitment has clearly been recognised and appreciated by your customers. Keep up the excellent work!"

Watch the special [Roy Morgan webinar of the 2026 New Zealand Customer Satisfaction Awards](#) presented by Roy Morgan CEO Michele Levine.

To learn more about Roy Morgan's Customer Satisfaction Awards and data, call +61 (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

How Roy Morgan scores Customer Satisfaction

What constitutes satisfaction?

For each product or service Roy Morgan asks customers to rate that product or service on a scale of: 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied' and 'very dissatisfied' or 'completely satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'not very satisfied' and 'not at all satisfied'. We combine those that were 'fairly satisfied' and 'very satisfied' and calculate this as a percentage of total customers. For every category only customers of that product or service are included.

Collection of satisfaction ratings

Roy Morgan has over 80 years' experience in collecting objective, independent information on consumers. We conduct New Zealand's largest continuous nationwide single source survey, conducting over 6,000 interviews with consumers across New Zealand every year. Customer Satisfaction ratings are collected as a part of these surveys.

Time periods

Roy Morgan continuously monitors customer satisfaction throughout the year. We use cumulative rolling monthly averages to obtain a large enough sample so that smaller or niche brands can be monitored alongside larger ones. Current time periods are determined by each industry and the businesses within that industry using 12-month quarterly rolling averages. The specific time periods for the Roy Morgan Customer Satisfaction Awards are published with the results.

Sample sizes

To ensure accuracy in our monitoring Roy Morgan requires that organisations must have a sample of at least 100 customers from Roy Morgan's Single Source survey that have used the products or service of that organisation in any given rolling period. Those sample sizes are published with results.

Further insights

The Roy Morgan New Zealand Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan Single Source NZ provides a comprehensive, continuously collected view of New Zealand consumers aged 14+, linking demographics and geography with attitudes, lifestyles, media consumption, digital behaviour, brand and product usage, retail, finance, telecommunications, utilities, automotive, travel and purchase intentions within the same respondent dataset. This enables detailed market sizing, segmentation, customer profiling, competitor analysis and media targeting across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Visit the Roy Morgan Customer Satisfaction Awards website. This website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

customersatisfactionawards.com/new-zealand