



Brand Reaction Index

2025 UK Results



For our Brand Reaction Index this year we tested **134 brands** across **13 sectors**.

Cadbury takes back the **#1 spot** as the most emotionally connected brand for UK consumers, closely followed by **M&S Food** at **#2**.

+53

Top
UK Brand

#1

Cadbury is the **#1 emotionally connected** brand in the UK

Key Themes

Top performing UK brands play on at least one - if not all - of the following elements

Comfort Escapism



Value



Nostalgia



Heritage



Everyday Heroes



Top Five Sectors

Based On Average BRI Score

+32



Grocery

+24



FMCG

+24



Food Outlets

+21



SVOD & Entertainment

+20



Retail

Top Five
UK Brands

+53

M&S
— FOOD —

+52

+51

SAMSUNG

+46

+45

Gen Z
Top 5 UK Brands

+50

M&S
— FOOD —

+48

Nando's

+45

+45

+45

Millennials
Top 5 UK Brands

+56

NETFLIX

+56

+47

+46

+44



Get in touch
for more brand
performance analysis

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