

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

Cadbury is the #1
emotionally connected
brand in the UK

#1

Key Themes

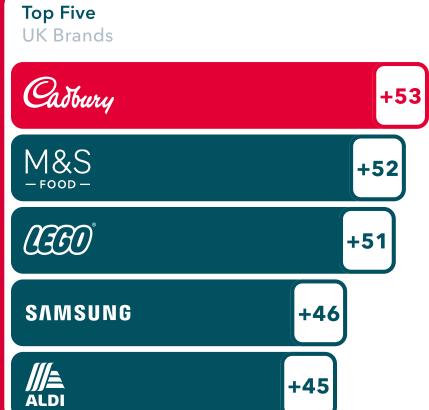
Top performing UK brands play on at least one - if not all - of the following elements



Top Five Sectors

Based On Average BRI Score









REDC

Get in touch

for more brand performance analysis

info@redcresearch.com

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