



## 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

Top Five  
UK Brands

**+53**

M&S  
— FOOD —

**+52**

**+51**

SAMSUNG

**+46**

**+45**

### 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

**+23**



SVOD & Entertainment

**+20**



Retail

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**

HEINZ



Get in touch  
for more brand  
performance analysis

[info@redcresearch.com](mailto:info@redcresearch.com)

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