



## Brand Reaction Index

2025 ROI Results

For the fifth wave of our Brand Reaction Index we tested **176 brands** across **21 sectors**.

**Tayto** takes the **#1 spot** after years at being at **#2**, followed by **Cadbury** and **Credit Union** which jumps up 5 places to **#3**.



**+59**

Top  
Brand Ireland

**#1**

**Tayto** is the **#1**  
**emotionally connected**  
brand in **Ireland**

Top Five  
Brands Ireland



**+59**



**+57**



**Credit Union**

**+55**

**DUNNES**  
STORES

**+54**

**WILD ATLANTIC WAY**  
SLÍ AN ATLANTAIGH FHIÁIN

**+53**

### Key Themes

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

Comfort



Value



Nostalgia



Identity



Trust



### Top Five Sectors

Based On Average BRI Score

**+42**



Tourism

**+37**



Super-  
Markets

**+34**



FMCG

**+33**



Home  
& DIY

**+32**



Technol-  
ogy



**Get in touch**  
for more brand  
performance analysis

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