



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 vs 24 to **#3**.



+59

Top
Brand Ireland

#1

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

Top Five
Brands Ireland



+59

Cadbury

+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
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performance analysis

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