



The 21th Annual Loyalty Leaders List gives the loyalty rankings for the top 100 brands, out of the 740 brands we assessed in a cross-category analysis of 83 industry categories in the 2017 Brand Keys Customer Loyalty Engagement Index.

Brand	Category	2017 Ranking	2016 Ranking
Amazon	Online Retail	1	2
Google	Search Engines	2	1
Apple	Tablets	3	3
Netflix	Video Streaming	4	4
Apple	Smartphones	5	6
Amazon	Video Streaming	6	9
Samsung	Smartphones	7	14
Facebook	Social Networking	8	5
Amazon	Tablets	9	7
YouTube	Social Networking	10	8
Dunkin' Donuts	Coffee	11	13
Nike	Athletic Footwear	12	15
Trader Joes	Natural Foods	13	37
WhatsApp	Instant Messaging	14	10
iTunes	Video Streaming	15	11
Hyundai	Automotive	16	22
Starbucks	Coffee	17	18
Ford	Automotive	18	16
PayPal	Online Payments	19	12
Domino's	Pizza	20	43
Instagram	Social Networking	21	27
Apple	Computers	22	29
LinkedIn	Social Networking	23	19
Zappos	Online Retail	24	20
Avis	Car Rental	25	33
Toyota	Automotive	26	36
iTunes	Online Music	27	34
Discover	Credit Cards	28	56
Ralph Lauren	Apparel Retailers	29	24
Twitter	Social Networking	30	23
Airbnb	Hotels	31	52
Chick-fil-A	Fast Casual Restaurants	32	50
Jeep	Automotive	33	59
HBO GO	Video Streaming	34	63
eBay	Online Retail	35	64
Uber	Rideshare	36	17



Forever 21	Apparel Retailers	37	83
Grey Goose	Vodka	38	25
MAC	Cosmetics	39	48
Sephora	Cosmetics	40	26
Hulu	Video Streaming	41	46
Google Wallet	Online Payments	42	80
LG	Smartphones	43	31
Vanguard	Mutual Funds	44	100
Home Depot	Retail Home Improvement	45	84
Acer	Tablets	46	32
FOX	TV News	47	New to Top-100
Call of Duty	Major League Gaming	48	38
Subaru	Automotive	49	40
Papa John's	Pizza	50	71
Under Armour	Athletic Footwear	51	28
Panera	Fast Casual Restaurants	52	39
New Balance	Athletic Footwear	53	65
Whole Foods	Natural Foods	54	67
AT&T Wireless	Wireless Providers	55	75
Haagen-Daz	Ice Cream	56	85
Jack Daniels	Whiskey	57	92
MSNBC	Cable News	58	New to Top-100
Samsung	Computers	59	41
American Express	Credit Cards	60	61
Victoria's Secret	Apparel Retailers	61	58
Lancôme	Luxury Cosmetics	62	42
Ketel One	Vodka	63	44
USAA	Insurance	64	49
BuzzFeed	Social Networking	65	95
Lowe's	Retail Home Improvement	66	99
Verizon	Wireless Providers	67	88
JPMorgan Chase	Banks	68	100
Grand Theft Auto	Major League Gaming	69	54
Old Navy	Apparel Retailers	70	53
Spotify	Online Music	71	90
Bose	Headphones	72	45
T.J. Maxx	Department Stores	73	69
Zubrowka	Vodka	74	21
Kia	Automotive	75	78
Estee Lauder	Luxury Cosmetics	76	87
Microsoft Surface	Computers	77	91
Costco	Price Clubs	78	77



Line	Social Networking	79	72
Tito's	Vodka	80	62
Sam Adams	Beer (Reg.)	81	60
Sam's Club	Price Clubs	82	47
Chevrolet	Automotive	83	55
Smirnoff	Vodka	84	57
Au Bon Pain	Fast Casual Restaurants	85	66
Mary Kay	Cosmetics	86	73
Hertz	Car Rental	87	82
GEICO	Insurance	88	New to Top-100
Zara	Apparel Retailers	89	New to Top-100
Nissan	Automotive	90	81
L'Oreal	Cosmetics	91	51
Google Play	Online Music	92	79
iMessage	Instant Messaging	93	74
Pinterest	Social Networking	94	89
Lyft	Rideshare	95	New to Top-100
Clinique	Cosmetics	96	97
Tumblr	Social Networking	97	98
theSkimm	Social Networking	98	76
Shake Shack	Fast Casual Restaurants	99	New to Top-100
5 Guys Burgers	Fast Casual Restaurants	100	New to Top-100