

The FutureBrand

Consumer

Index 2024


A unique brand perception study,
surveying U.S. consumers about
everyday consumer packaged goods.

The consumer brand landscape is ripe for disruption.

Top brands in the U.S. are missing key growth opportunities, falling short on relevance, and often succumbing to groupthink. Despite working harder than ever, most brands aren't achieving their full potential when it comes to delivering on purpose and experience.

However, these challenges could provide unprecedented opportunities for brands brave enough to innovate, adapt, forge more authentic connections, and double down on delivering meaningful experiences.

What is the FutureBrand Consumer Index



As a leading brand business, FutureBrand regularly publishes indexes that order or reorder well-known brands by perception strength to create unique brand rankings. All indexes seek to witness the future-proofing power of connecting brand purpose to everyday audience experience and identify those companies succeeding best in this mission-critical endeavor.

Now, for the first time, we are excited to launch our FutureBrand Consumer Index, a totally unique and refreshing way to assess the sector and how it is being marketed.

We partnered with QRi consulting to assess 100 undeniably everyday consumer packaged goods brands, initially in the U.S., to reveal which of these recognizable and iconic favorites are best placed to grow in the short- and long-term.

Methodology Snapshot:

- QualiQuant® interviews with 3,021 U.S. consumers
- Fielded January 15 – January 25, 2024
- Assessed each brand's purpose and experience across 18 critical attributes

The Top 100 Brands

1-50

| U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand |
|-------------------|---|-------------------|---|-------------------|---|-------------------|---|-------------------|---|
| 1 |  | 11 |  | 21 | <i>Campbell's</i> | 31 |  | 41 |  |
| 2 |  | 12 | <i>Reeses</i> | 22 | Mucinex | 32 |  | 42 |  |
| 3 |  | 13 |  | 23 |  | 33 | <i>Folgers</i> | 43 |  |
| 4 |  | 14 |  | 24 | <i>Kleenex</i> | 34 |  | 44 | <i>Cheerios</i> |
| 5 | <i>Crest</i> | 15 |  | 25 | <i>Tropicana</i> | 35 | <i>Sprite</i> | 45 |  |
| 6 | <i>Pampers</i> | 16 | HUGGIES | 26 |  | 36 |  | 46 |  |
| 7 |  | 17 |  | 27 |  | 37 |  | 47 |  |
| 8 | HERSHEY'S | 18 |  | 28 | HEINZ ESTD 1840 | 38 |  | 48 | POWERADE |
| 9 | m&m's | 19 |  | 29 |  | 39 | Gillette | 49 |  |
| 10 | <i>Coca-Cola</i> | 20 | Honey Nut Cheerios | 30 |  | 40 |  | 50 |  |

The Top 100 Brands

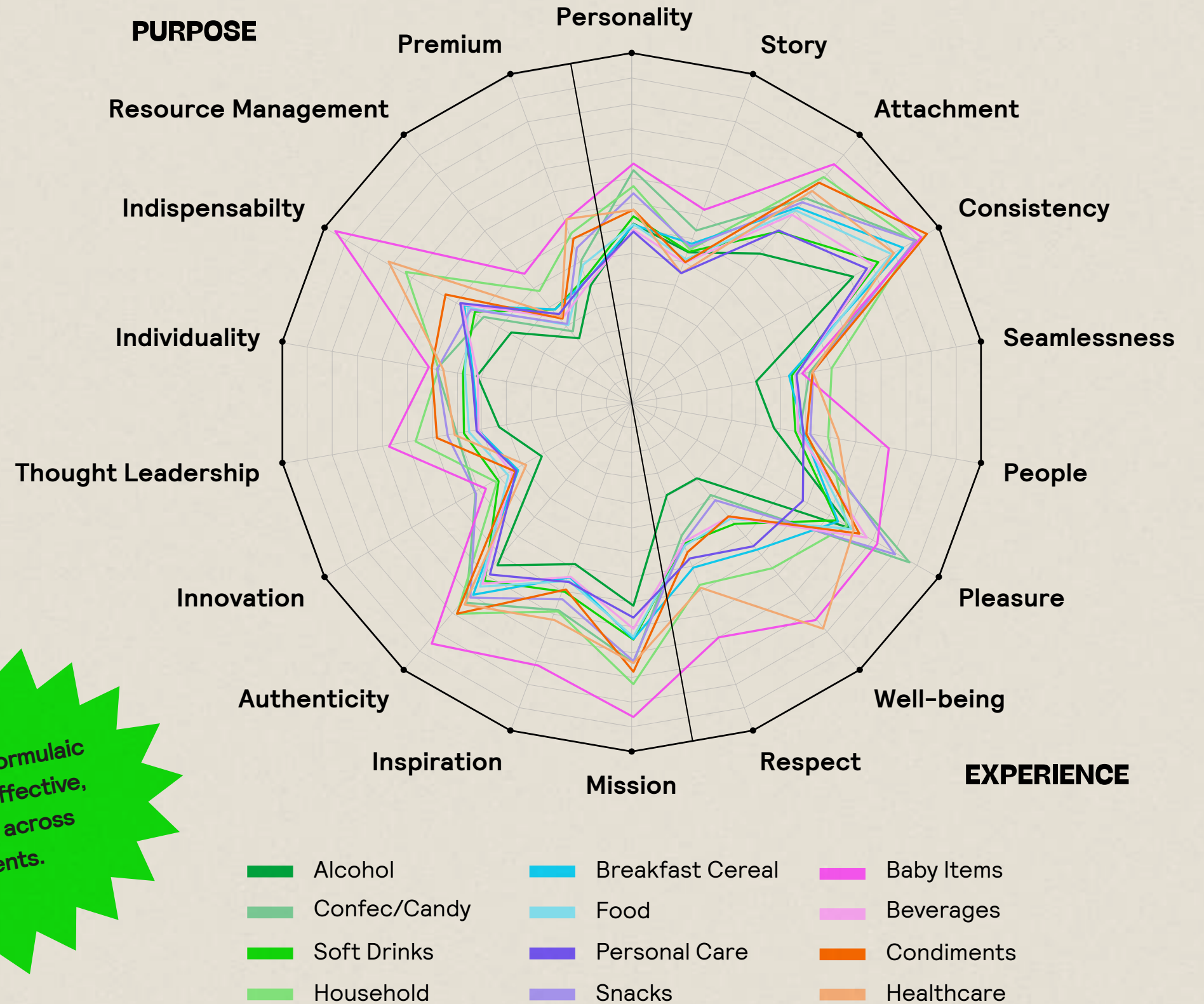
51-100

| U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand | U.S. Ranking 2024 | Brand |
|-------------------|---|-------------------|---|-------------------|---|-------------------|---|-------------------|---|
| 51 |  | 61 |  | 71 |  | 81 |  | 91 | BOMBAY SAPPHIRE |
| 52 | JACK DANIEL'S | 62 | Tostitos | 72 |  | 82 |  | 92 | RIGHT GUARD |
| 53 |  | 63 | Don Julio | 73 |  | 83 |  | 93 | AXE |
| 54 |  | 64 |  | 74 | PANTENE | 84 |  | 94 | DASANI |
| 55 | JOHNNIE WALKER | 65 |  | 75 |  | 85 |  | 95 |  |
| 56 |  | 66 |  | 76 |  | 86 |  | 96 |  |
| 57 |  | 67 |  | 77 |  | 87 | TRESemmé | 97 |  |
| 58 |  | 68 |  | 78 |  | 88 |  | 98 | DOLLAR SHAVE CLUB |
| 59 |  | 69 |  | 79 |  | 89 |  | 99 |  |
| 60 |  | 70 | NESPRESSO | 80 |  | 90 |  | 100 |  |

All brands uniformly excelled and faltered in the same areas.

This pattern is understandable, given today's programmatic-oriented marketing environment and reliance on the same research and analytic tools.

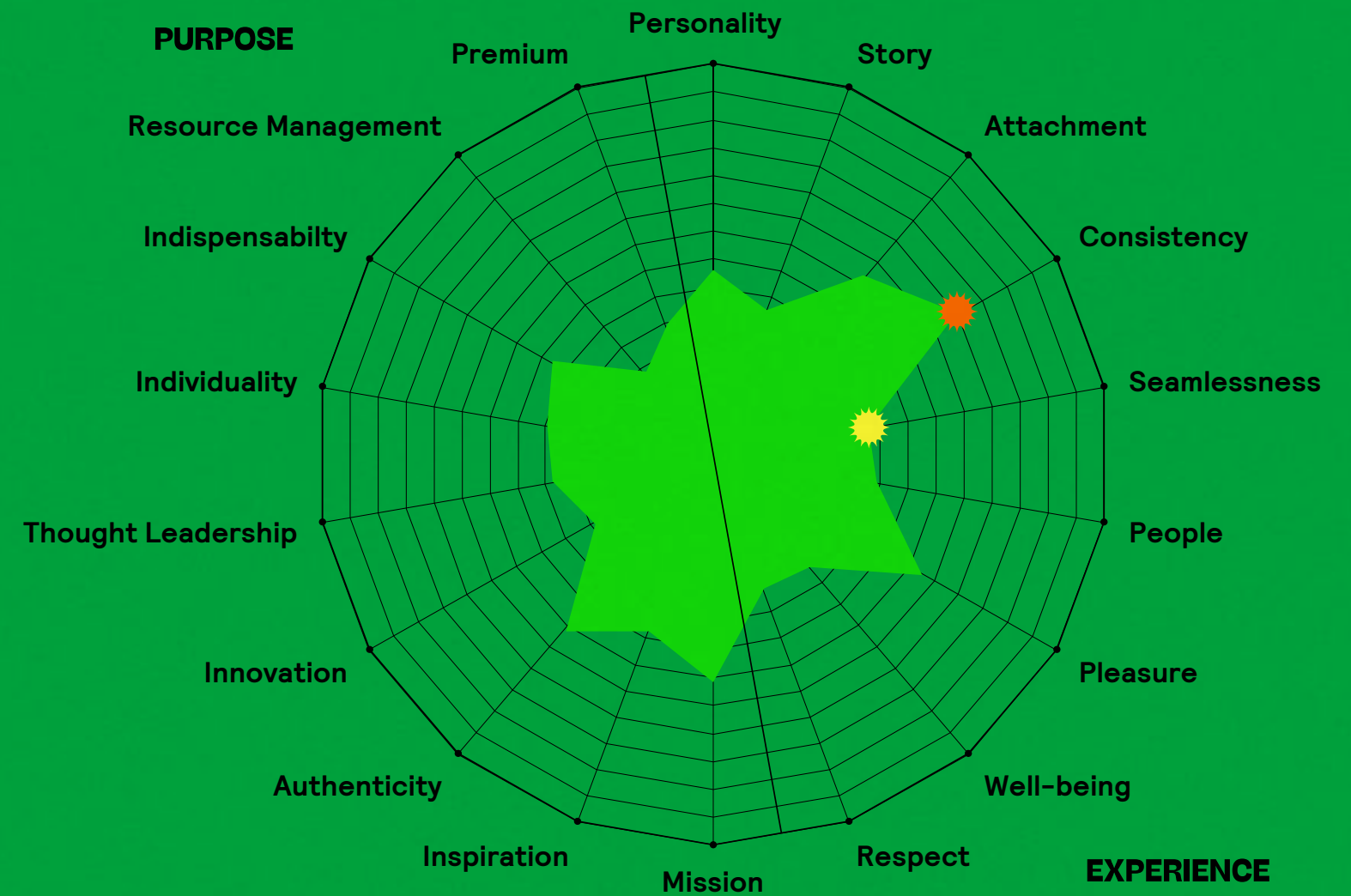
Traditional approaches and formulaic thinking are increasingly ineffective, leading to "blandification" across categories and segments.



Mainstream consumer brands face a “relevance gap” in the minds of their consumers.

Brands across the board excel in Consistency. But that’s table stakes and one of the lowest drivers of consumer brand affinity. In contrast, brands notably underperformed in Seamlessness, the highest driver of brand affinity.

To thrive in today’s world and future-proof themselves for decades to come, brands must shift their focus from Consistency to Seamlessness to create more meaningful and relevant ties with consumers.



Data represents the average performance across all brands

SEAMLESSNESS

“This brand understands me”

Highest driver of consumer brand affinity

CONSISTENCY

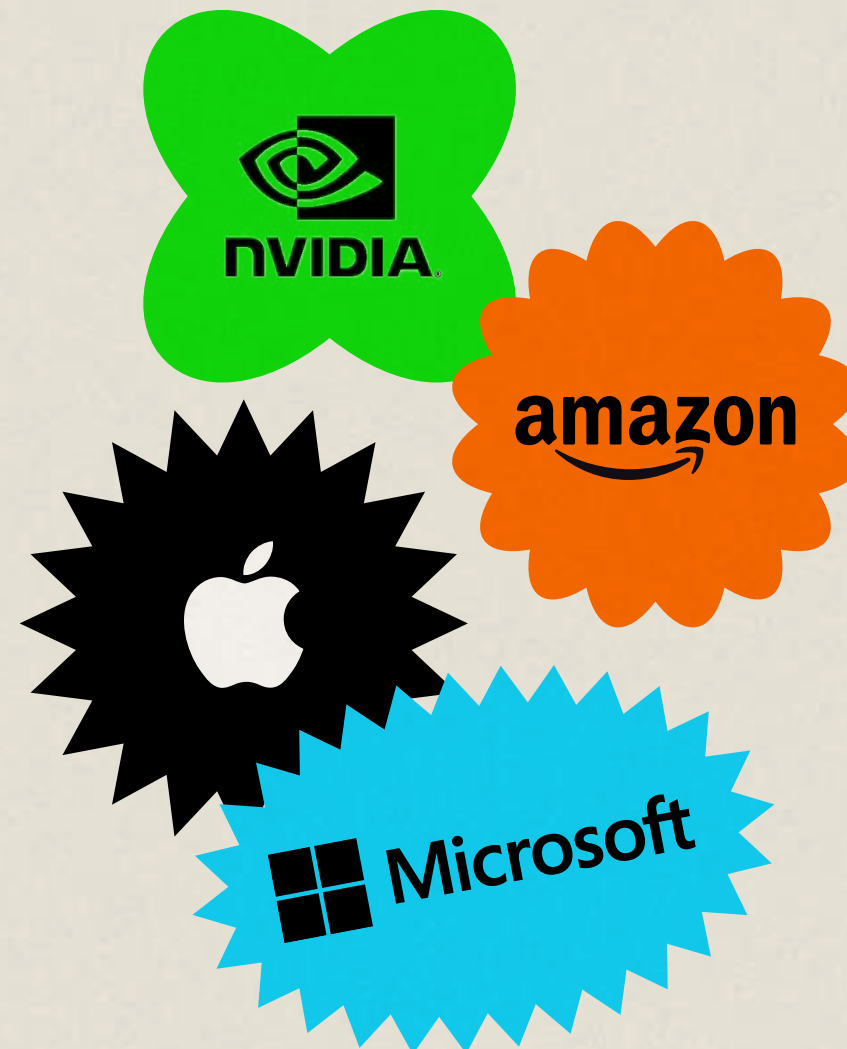
“This brand is always consistent”

2nd lowest driver of consumer brand affinity

In contrast, corporate brands are not only maintaining their relevance but also growing it.

We've seen this success with corporate boards who are less fixated on analytics and more tuned into their instincts, people, and marketplace fundamentals. That's not to say data isn't important. But more often than not, consumer brands overly rely on analytics at the expense of other valuable insights.

Consumer brands could benefit from adopting innovative ideas and inspiration from their corporate counterparts. Brands like:



Embracing these approaches is essential; without them, even the most established consumer packaged goods brands could face stagnation and potential irrelevance.

Gaps present opportunities.

They provide a chance for brands to reassess their strategy and challenge traditional norms so they can catapult ahead.

We've laid out three approaches that could help brands achieve greater purpose and experience and close the relevance gap.

1

Make it personal.

2

Push the boundaries of experience.

3

Foster real connection.



1

Closing the
relevance gap

Make it personal.

In a world where self-care and personal fulfillment are deemed increasingly important, consumers are paying more attention to their individual needs.

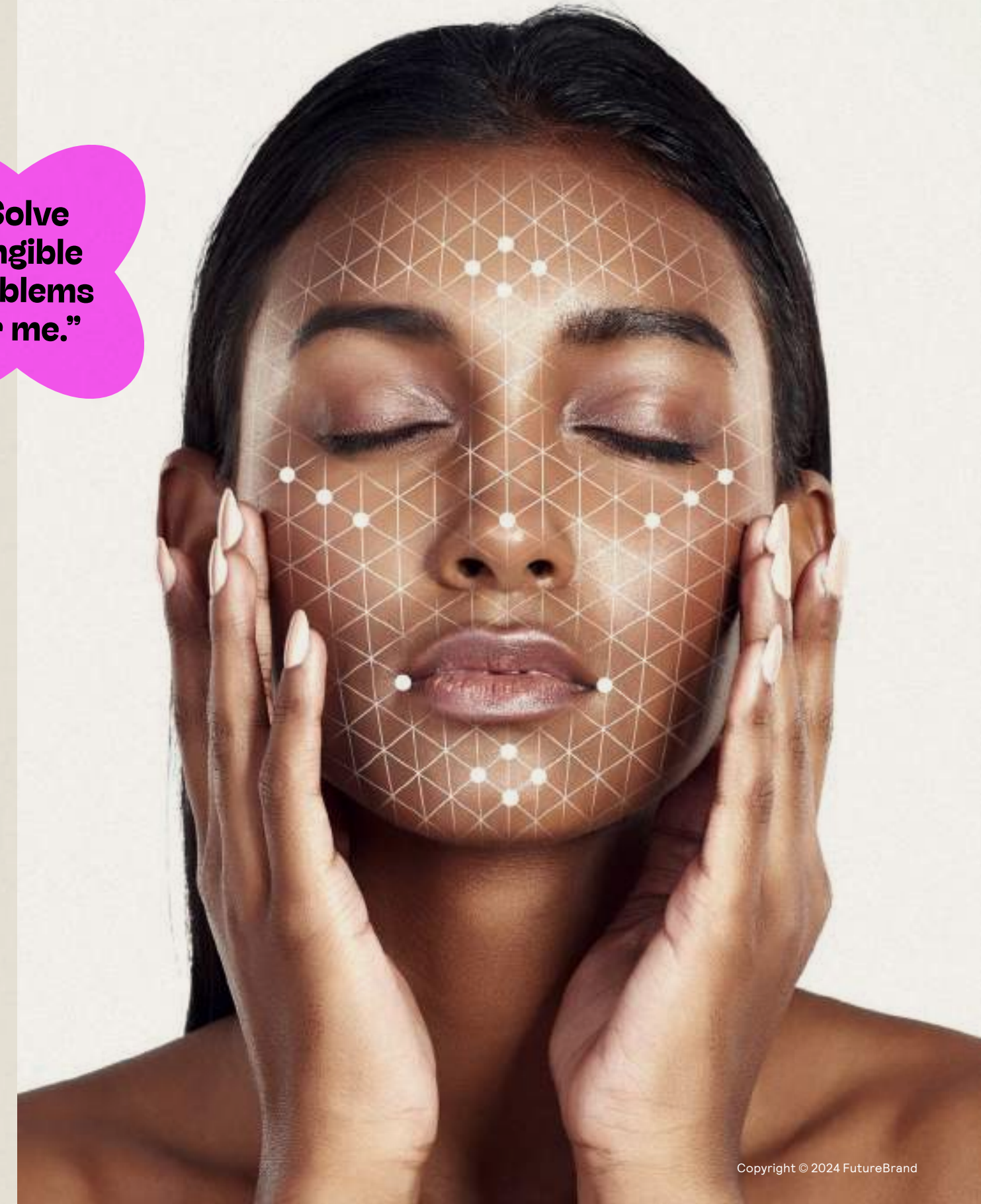
Putting it into action:

L'Oréal Paris

L'Oréal Paris is leading the beauty tech revolution with solutions built around personal, tangible consumer needs.

Its new personal AI beauty assistant, The Beauty Genius, acts like a personal advisor/consultant, available 24/7, to provide consumers with a personalized beauty routine, diagnostics of skin and skin tone, and even help answer questions about sometimes-sensitive topics like acne or dandruff.

“Solve
tangible
problems
for me.”



2

Closing the
relevance gap

Push the boundaries of experience.

Consumers are seeking more than just a functional consumer brand. They crave opportunities for self-discovery and experiences that are meaningful and joyous.

Putting it into action:

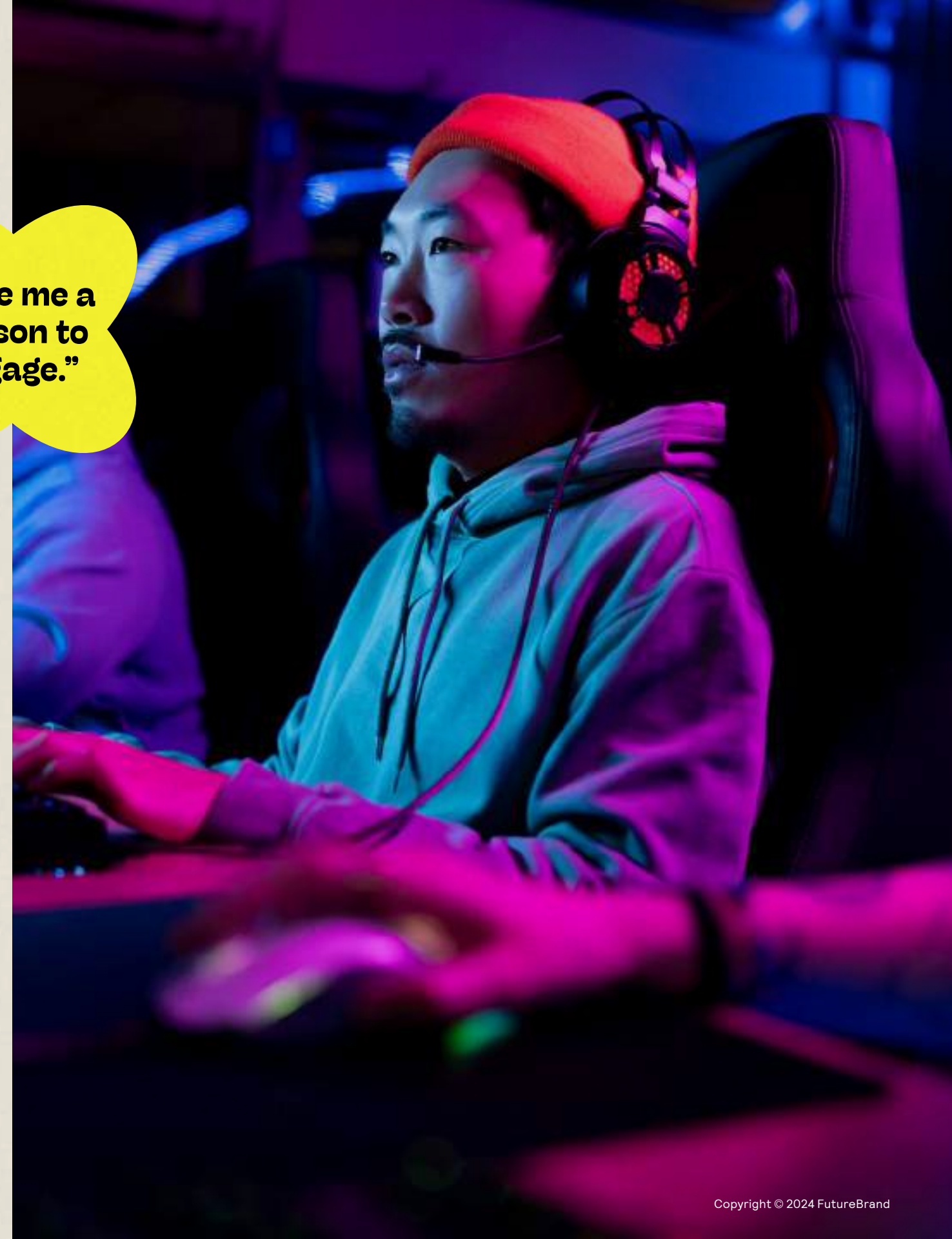
Ballantine

Scotch whisky brand Ballantine leveraged the power of gaming to build an emotional connection with consumers.

It seamlessly integrated its brand into the Western sci-fi fantasy world of Borderlands by “hiring” Mad Moxxi, owner and bartender of the game’s only bar, into Ballantine’s C-suite as Chief Galactic Expansion Officer and spokesperson.

The brand also created co-branded bottles, “Moxxi’s Bar Edition” blended scotch and brick-and-mortar bars staffed by cosplayers, among other extensions.

“Give me a
reason to
engage.”





Closing the
relevance gap

Foster real connection.

At a time when loneliness has reached epidemic proportions, consumers are looking for brands to bring a sense of belonging and community.

Putting it into action:

Life Cereal

Life Cereal's #ifykyk national hotline allowed parents to share their wisdom, tips, and tricks, to help others navigate the stress of parenting.

A reference to the saying "if you know, you know," the #ifykyk hotline creates an open space for genuine dialogue about the ups and downs of parenting and provides a sense of community for shared support.

"Help me
connect
to people
like me."



Action steps to help cultivate stronger consumer bonds.

Short Term

Reframe or revamp your offering.

Medium Term

Reach beyond retail.

Long Term

Disrupt your category and beyond.

**Short
Term**

Action step to help
cultivate stronger
consumer bonds

Reframe or revamp your offering.

Brands often have untapped potential. You can unlock yours by reevaluating how it can better address unmet consumer needs and wants.

Tweaking or extending your product positioning can reinforce brand loyalty among existing customers, attract new consumers, and create substantial growth opportunities.



Questions to Ask Yourself and Your Team

- What are the current preoccupations and needs of consumers in your category?
- How can you address both functional and emotional needs more effectively? How can you make the case for why the emotional connection is important?
- What makes your brand or brands truly distinctive and how can this be positioned to meet these needs in ways people won't expect?

Medium
Term

Action step to help
cultivate stronger
consumer bonds

Reach beyond retail.

Identify where your customers spend their time beyond online and in-person retail environments.

Develop strategic partnerships and/or create unique brand experiences that will resonate and captivate them in ways that neither in-store nor online can achieve. Every point of commerce is a creative opportunity for your brand, not just a moment of transaction.



Questions to Ask Yourself and Your Team

- Where can your brand authentically live outside the store?
- What brands or partners outside your category can help solve a consumer problem you can't solve on our own?
- Where is your brand, bland?

Long
Term

Action step to help
cultivate stronger
consumer bonds

Disrupt your category and beyond.

Analyze your category, brand, products,
and the global trends around you.

Understand the macro forces shaping consumer
decisions and behaviors.

Formulate bold hypotheses about how to solve
challenges and seize opportunities. Develop a plan
to evolve, adapt, and reinvent yourself.

Dare to be a trailblazer. Brave brands win.



Questions to Ask Yourself and Your Team

- How can you break convention, be brave, and fight against your instincts?
- How do your ingredients, production processes, and distribution strategies set you apart from the competition?
- What are consumers fearful about when it comes to the future?

The FutureBrand Consumer Index reveals insights and approaches for brands to action now.

Consumer brand marketers need to reclaim the confidence and desire for enduring impact that we have come to more commonly see in corporate brand environments. It is tempting to think that, in the face of greater complexity, technology and endless data, brand marketing decisions are being made by those who don't carry 'Marketing' in their job titles. Such a far cry from earlier days of the truly iconic and distinctive consumer packaged goods brand.

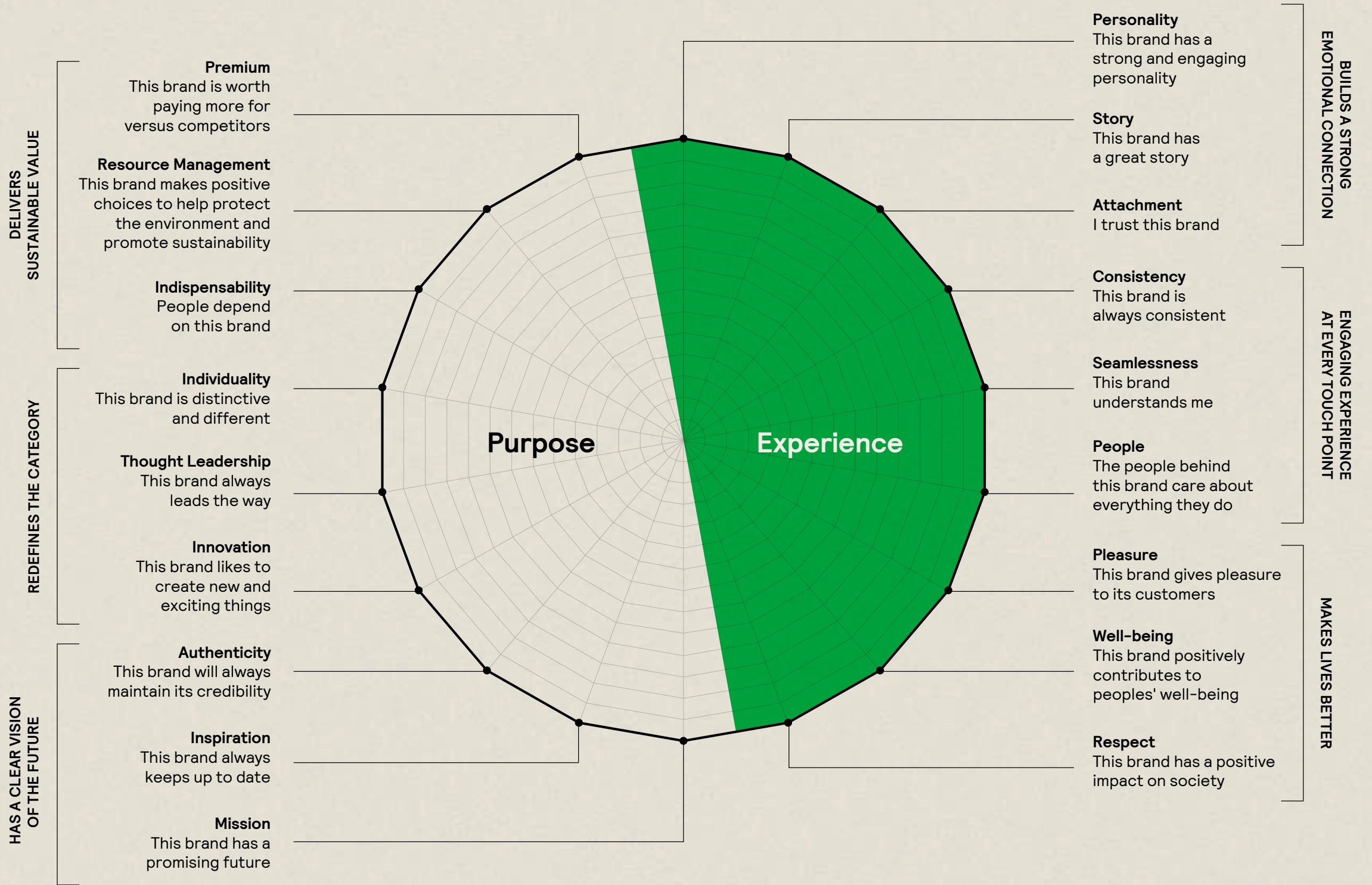
Informed, but no longer shackled, by the sector's adherence to formulaic metric conventions, imaginative consumer brand leaders and managers can unleash the magic and possibility of marketing and excite people back into their brand worlds all over again.

Methodology

We partnered with QRI Consulting to assess each brand's purpose and experience across 18 critical attributes. Between January 15 and January 25, 2024, QRI Consulting conducted online QualiQuant® interviews with 3,021 U.S. consumers who reported being aware of and knowledgeable about the brands discussed.

Sampling Criteria:

- Everyday Grocery Store Shoppers (e.g. Walmart, Target, etc.)
- Household Income \$25,000-\$100,000
- Split by 4 regions: Northeast, Midwest, West, South
- Equal gender split
- Ethnicity fell out naturally



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We are a global brand business delivering world-class strategy, design, and experience in 20+ offices around the world. For businesses in moments of change, transition, and transformation, we are uniquely built to tackle the world's most complex brand challenges. Our belief is that when you change your brand, you change the future.

In all our work, our focus is to balance brand purpose with everyday lived experience. This formula, proven through our FutureBrand Index methodology, positions your brand to drive future growth in an ever-changing world. Our clients include American Airlines, Nestlé, Sanofi, Barilla, Bentley, McDonald's, and most recently, Air India. For more information visit futurebrand.com.

Our Partners

QRi

QRi Consulting is FutureBrand's global research partner for the FutureBrand Index and FutureBrand Consumer Index. Working closely with FutureBrand, QRi helped define the research approach, managed recruitment, questionnaire development, and provided in-depth analysis of the qualitative and quantitative data underpinning the report. Results are informed by QRi's extensive research, brand, and sector knowledge and experience as well as its proprietary QualiQuant® methodologies.