

Millennial's 2019 Top 100 Brands*

1	Amazon	27	Chick-fil-A	54	Forever 21, H-E-B & Levi's
2	Apple	28	Taco Bell	57	LG
3	Nike	29	Ford	58	Ralph Lauren
4	Walmart	30	Vans	59	GameStop & Reebok
5	Target	31	Jordan	61	HP
6	Samsung	32	Best Buy	62	JCPenney
7	Google	33	Sephora	63	New Balance & Wendy's
8	Adidas	34	Honda and Marvel	65	Doritos
9	Coke	36	Tesla	66	Converse
10	Pepsi	37	Aldi	67	Publix
11	Microsoft	38	Netflix	68	Hot Topic & Kellogg's
12	Nintendo	39	Gucci	70	Supreme
13	Sony	40	Express	71	eBay, General Mills & Kraft
14	Disney	41	Chipotle	74	Dollar Tree
15	Costco	42	Macy's	75	Lucky Brand, Lush & Wrangler
16	Starbucks	43	Meijer	78	ASOS, Hulu, J.Crew, XBOX
17	Under Armour	44	Jeep	82	Champion, Hobby Lobby, Lay's, Ross, Whole Foods & YouTube
18	Toyota	45	Trader Joe's	88	Ulta
19	Old Navy	46	Pink - Victoria's Secret	89	Funko, Tide & UGG
20	Kohl's	47	T.J.Maxx	92	Hollister
21	Chevrolet	48	Nissan	93	The Children's Place, IKEA, Monster Energy, Nordstrom & White Castle
22	McDonald's	49	H&M	98	Charlotte Russe, Columbia, Great Value, NBA, Nestlé, Olive Garden, Spotify & Volkswagen
23	Kroger & Victoria's Secret	50	Puma		
25	American Eagle	51	Hershey's & PlayStation		
26	Dr. Pepper	53	Bath & Body Works		

**Based on 1,000 Millennial consumer write-in response. Olympic style ranking.*

Join The Brand

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