



The Drivers Behind the Display

Key Drivers Shaping Retail & Consumer Durables

Reputation is dynamic by nature, and our reputation wheelhouse goes beyond a single score to quantify and categorize reputation across different influencing factors. Our 7 Drivers of Reputation offer tangible rationale for why people think a certain way about specific areas of your business, highlighting exactly where your business is flourishing and floundering, so you can act with precision to improve and protect your reputation.

Across the Retail and Consumer Durables industries, every Reputation Driver improved by at least ▲ 0.4 points — a clear sign that stakeholder sentiment is moving in the right direction. This upward trend reflects renewed confidence in companies delivering on their promises with greater reliability, transparency, and purpose.

Let’s take a closer look at three Drivers that are especially shaping the industries’ reputation:

Products & Services

Stakeholders are more selective than ever about what they purchase. With their hard-earned money on the line, they’re looking closely at the value a product delivers, far beyond price alone.

Products & Services remains the highest-scoring Driver for the Retail & Consumer Durables industries, yet it showed the smallest increase this year at just ▲ 0.4 points. Customers want proof that what you offer is truly worth their investment — delivering an experience that is positive, easy, reliable, and built to last.

Citizenship

While Citizenship is still the lowest-scoring of RepTrak’s seven Drivers, it experienced the most notable improvement this year, climbing ▲ 1.2 points. This upward movement reflects a turning point: stakeholders are increasingly able to distinguish between companies that say the right things and those that do them.

Brands that demonstrate responsible sourcing, fair labor practices, environmental stewardship, and community investment are starting to see reputational returns. Credibility in Citizenship is earned through consistency, transparency, and proof, not polished statements.

Workplace

For both industries, companies are investing in better workplaces — and stakeholders are noticing. While Workplace remains the second-lowest scoring Driver (ahead of only Citizenship) at 69.1 points, it also shows one of the strongest improvements YoY, up ▲ 1.1 points.

This lift signals that efforts around employee engagement and wellbeing are starting to resonate. Stakeholders are responding to clearer communication, improved working conditions, and visible commitments to employee experience, reinforcing that Workplace improvements aren’t just internally beneficial, but reputationally significant.

RETAIL & CONSUMER DURABLES DRIVER SCORES — Q1-3 2025, GLOBAL

DRIVER	SCORE	CHANGE
Products & Services	76.2	▲ 0.4
Performance	74.8	▲ 0.6
Leadership	72.5	▲ 0.8
Conduct	70.4	▲ 1.0
Innovation	70.2	▲ 1.0
Workplace	69.1	▲ 1.1
Citizenship	69.0	▲ 1.2

Source: RepTrak CRT Data
▲▼ Statistically significant change



Q1-3 2025
Products & Services
Score

RETAIL & CONSUMER DURABLES PRODUCTS & SERVICES FACTOR SCORES — Q1-3 2025, GLOBAL

FACTOR	SCORE	CHANGE
Meets customer needs	77.8	▲ 0.4
Stands behind products & services	77.0	▲ 0.5
High quality products & services	76.3	▲ 0.3
Good value products & services	73.5	▲ 0.3

Source: RepTrak CRT Data
▲▼ Statistically significant change



Q1-3 2025
Citizenship
Score

RETAIL & CONSUMER DURABLES CITIZENSHIP FACTOR SCORES — Q1-3 2025, GLOBAL

FACTOR	SCORE	CHANGE
Positive influence on society	71.3	▲ 1.1
Supports good causes	68.5	▲ 1.3
Environmentally concious	67.1	▲ 1.3

Source: RepTrak CRT Data
▲▼ Statistically significant change



Q1-3 2025
Workplace
Score

RETAIL & CONSUMER DURABLES WORKPLACE FACTOR SCORES — Q1-3 2025, GLOBAL

FACTOR	SCORE	CHANGE
Equal opportunities workplace	71.6	▲ 0.7
Rewards employees fairly	67.9	▲ 1.3
Concerned for employee well-being	67.7	▲ 1.5

Source: RepTrak CRT Data
▲▼ Statistically significant change