



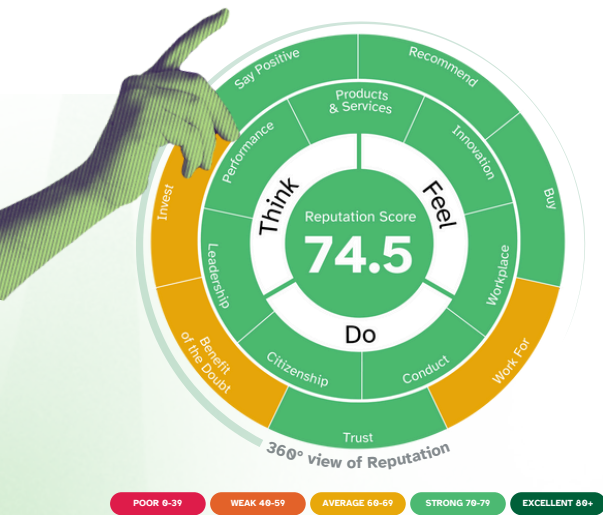
2025 GLOBAL REPTRAK 100

in one page

No one measures corporate reputation like RepTrak, because no one sees it like we do. We understand that corporate reputation is dynamic, which is why we offer an unmatched perspective on what it takes to build and sustain it, starting with our core suite of reputational elements.

For over 20 years, RepTrak has provided data-driven insights into corporate reputation. Each year, we harness our unparalleled data to identify global trends and evolving public sentiment. Then, we publish those insights — alongside a ranking of the world's 100 most reputable companies — in our Global RepTrak 100 report.

This year's reputation reboot is worth the watch. But if you only have time for a highlight reel, here's a one-page snapshot of the 2025 report.



Our proprietary reputation model quantifies how people **think**, **feel**, and **act (do)** toward companies across the globe, rated on a 0-100 scale. These Scores fall into five ranges, from Poor to Excellent.

[Read the full report](#)

Feel
REPUTATION
SCORE

▲0.7 YoY

74.5

Think
REPUTATION
DRIVERS

2025 data shows that every single Driver is in the Strong range.

2025 GLOBAL DRIVER REPUTATION SCORES

DRIVER	SCORE '25	CHANGE
Products & Services	76.1	▲ 0.5
Performance	75.7	▲ 0.6
Leadership	74.2	▲ 0.9
Innovation	72.5	▲ 0.7
Conduct	71.1	▲ 1.1
Workplace	70.5	▲ 1.4
Citizenship	70.1	▲ 1.2

Source: 2025 and 2021 Global RepTrak 100 Study
▲▼ Statistically significant change

Do
BUSINESS
OUTCOMES

In 2025, all 7 Outcomes increased for the second consecutive year.

2025 GLOBAL BUSINESS OUTCOMES SCORES

OUTCOME	SCORE	CHANGE
Buy	73.7	▲ 0.4
Say Positive	73.4	▲ 0.6
Recommend Products	73.3	▲ 0.6
Trust To Do The Right Thing	71.5	▲ 0.6
Benefit Of The Doubt	67.4	▲ 0.6
Invest	65.8	▲ 1.3
Work For	65.6	▲ 0.9

Source: 2025 Global RepTrak 100 Study, change YoY compared to 2024
▲▼ Statistically significant change

2025 GLOBAL REPTRAK 100 TOP 10

1 =	2 ▲	3 =	4 ▲	5 ▲	6 ▼	7 ▲	8 ▼	9 ▲	10 ▼
The LEGO Group	Rolls-Royce	Rolux	Harley-Davidson	The Bosch Group	Mercedes-Benz	Ferrari	Canon	adidas	Sony