



2025 GLOBAL REPTRAK 100

infographic

RepTrak’s annual Global RepTrak 100 report shares the most important corporate reputation trends year-over-year so that companies know how and where to act for an improved corporate reputation.

Part of our comprehensive suite of reputational elements includes the **7 Drivers of Reputation**, which offer tangible rationale for why people *think* a certain way about a company.

This year’s Driver Scores tell us that stakeholders are rewarding companies that offer real, tangible benefits — whether through the products they sell, the employees they support, or the communities they impact.

2025 data shows that every single Driver is in the Strong range. In this study’s history, we’ve *never* seen all 7 Driver Scores above 70 points.

GLOBAL DRIVER SCORES: 2025 VS 2021

| DRIVER | SCORE '25 | SCORE '21 |
|---------------------|-----------|-----------|
| Products & Services | 76.1 | 76.1 |
| Performance | 75.7 | 75.4 |
| Leadership | 74.2 | 73.9 |
| Innovation | 72.5 | 72.5 |
| Conduct | 71.1 | 70.3 |
| Workplace | 70.5 | 69.6 |
| Citizenship | 70.1 | 69.5 |

Source: 2025 and 2021 Global RepTrak 100 Study

KEY DRIVERS KEY DRIVERS KEY DRIVER



Products & Services

How consumers evaluate the quality and value of a company’s products and services, including customer experience and client support.

▲ 0.5 YoY

76.1



Conduct

Represents perceptions on how a company conducts their business, including openness and transparency, ethics, and fairness.

▲ 1.1 YoY

71.1



Workplace

How a company cares for employees' health & well-being and its ability to offer fair rewards and equal opportunities in the workplace.

▲ 1.4 YoY *The largest YoY increase!*

70.5



Citizenship

Represents an organization's positive impact on society, support of good causes, and environmental conscientiousness.

▲ 1.2 YoY

70.1

RepTrak’s comprehensive reputation data and expert guidance equip you with the insights needed to navigate shifting market dynamics and evolving stakeholder expectations. Sustaining a strong reputation requires more than just a moment — it takes continuous, deliberate action. Put your stakeholders in the spotlight and act on their requirements to harness the full power of your reputation reboot.



Read the full report