

REPUTATION RESILIENCE AMIDST UNCERTAINTY

A Look Into The Global Economic Climate

Across markets, 2025 has brought a familiar mix of challenge and change. Economic volatility, geopolitical tensions, regulatory scrutiny, and shifting public expectations continue to test companies' agility and authenticity.

But despite the headwinds, reputation continues to be a powerful constant.

At RepTrak, we track reputational movement across the globe. Our 2025 data found that some markets, like the UK, are reaching reputation heights not seen since pre-pandemic. In a year where global favor is uncertain, this signals real opportunity for companies who continue to lead with intention and clarity.

WHAT'S DRIVING REPUTATION IN 2025?

Globally, the same two questions keep surfacing: **Is it worth the price? And can I trust this company?**

Value for money has surged as a top priority, especially in inflation-sensitive markets. Companies that communicate pricing transparency and justify premiums will especially benefit.

Quality remains the top driver of reputation across most markets, but gaps persist, including in the UK, where value continues to lag behind.

Beyond products, how a company behaves is just as important as what it sells. Across regions, stakeholders still want to see:

- **Positive societal impact**
- **Fair treatment and inclusion**
- **Environmental responsibility**



In short: reputational leadership in 2025 means delivering both value and values.

LET'S COMPARE TWO COMPANIES ON EITHER SIDES OF THE REPUTATION SPECTRUM:

LEGO

For the third year in a row, LEGO is the world's most reputable company — a title earned through purpose-led action, cross-generational relevance, and consistent stakeholder trust.

*Lego is the #1 most reputable company globally! Read more in our **2025 Global RepTrak 100 Report**.*



TESLA

With sales down 20%, profits down 70%, and a reputational dip to match, Tesla's once-admired brand is losing ground. Elon Musk's growing political profile has reshaped what it means to own a Tesla — and not always for the better. At the same time, legacy automakers and emerging competitors are closing the gap on quality, design, and technology.

The company is facing serious reputational headwinds.