



Trustpilot Insights Report 2025

How reviews reveal the people, patterns, and signals
shaping trust worldwide

September 2025

NEW:

Data Solutions:

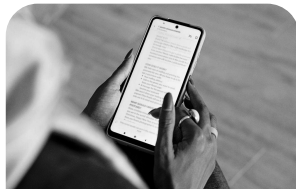
Turn insights into action

Search and
LLMs

Social
Media

Consulting
and Investing

Social Listening

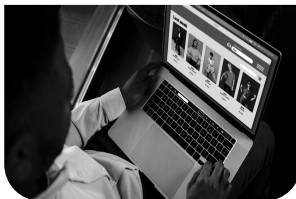


★ Trustpilot **Trustlayer**™ Data solutions

1 Analytics Platform

2 Raw data API

3 Reports



Ecommerce

Payment Solutions

CRM and SaaS

Procurement

Trustpilot Insights

01

Reviews in 2025: The big picture


Trustpilot review volumes are the fastest growing

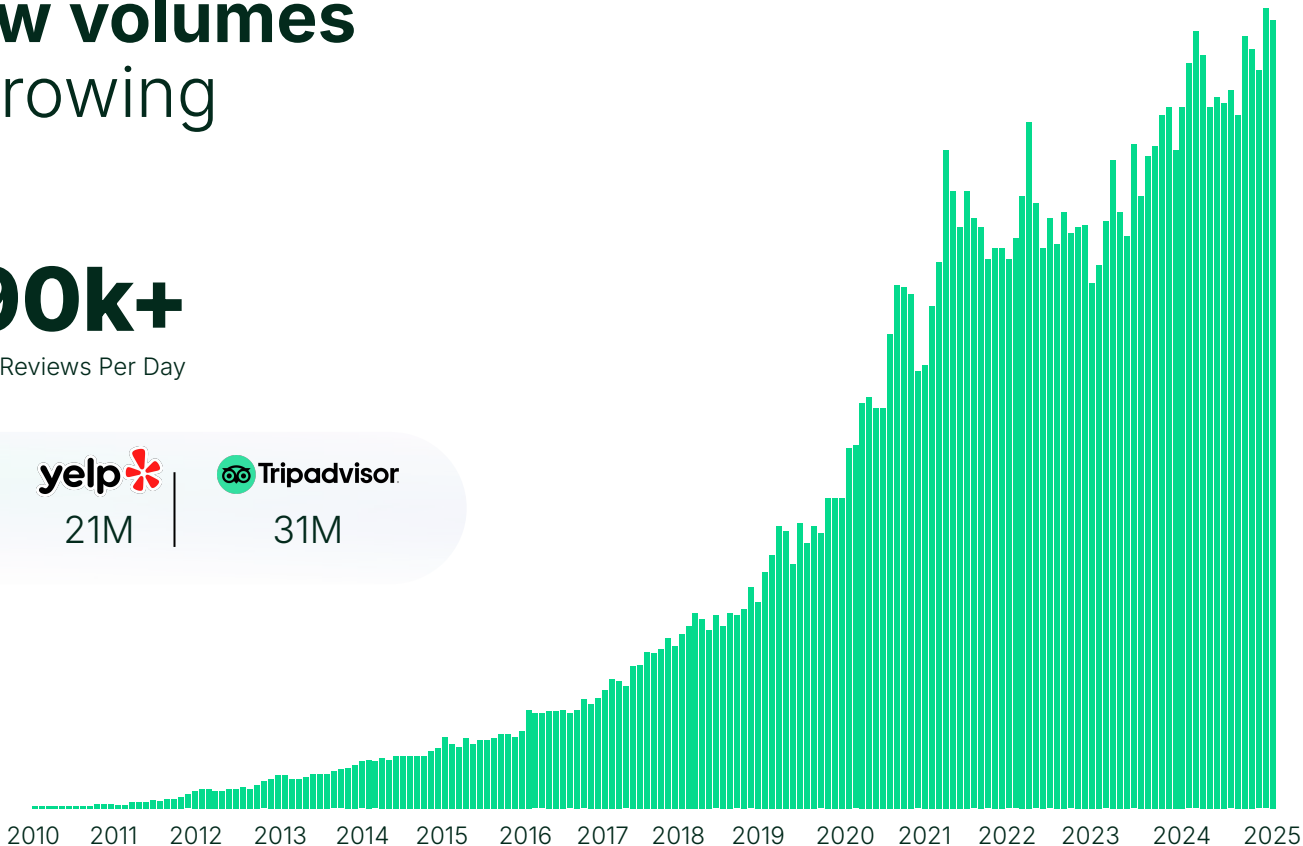
18 Years
300+ Million Reviews
190k+ New Reviews Per Day

Total New
Reviews in 2024

★ Trustpilot
61M

yelp 
21M

 Tripadvisor
31M



Tips to increase reviews

Trustpilot works hard to encourage reviews, without compromising integrity

>> Find out more [here](#)

Every review undergoes rigorous screening

100%

Reviews screened

4 Million

Reviews removed each year

82%

Of removed fake reviews were detected by our automated tools

★ Neutral

★ Open

★ Fair

★ Transparent



02

Trustpilot Insights

Reviews by industry

Our reviews cover a broad range of industries

Logistics

FedEx



dpd

EVRI



YODEL

25M reviews

Airlines

American Airlines



DELTA



Emirates



Lufthansa

BRITISH AIRWAYS

2M reviews

Banks

Revolut



BARCLAYS



Santander



BNP PARIBAS



HSBC

3M reviews

Car Rental

Hertz

AVIS

enterprise



SIXT

Europcar

7M reviews

Food Delivery

JUST EAT



Uber Eats



deliveroo



Domino's



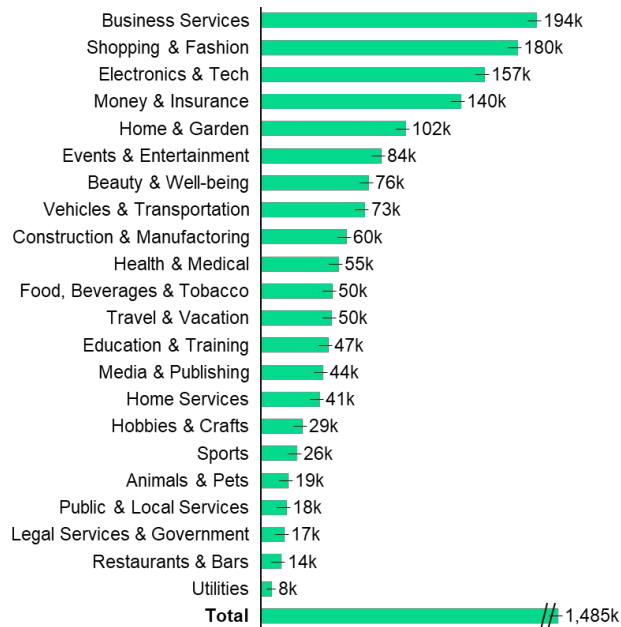
Hello FRESH

3M reviews

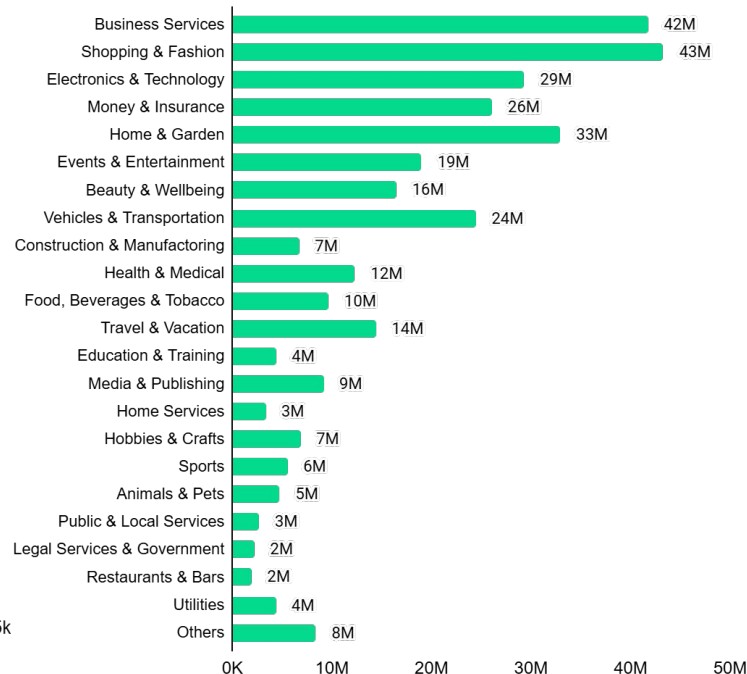
Review Coverage by industry

Money & Insurance is the **fastest growing industry** in terms of reviews, likely due to **rising caution** in areas like **crypto and fintech**. It suggests users turn to Trustpilot to **gauge risk and trust**, using it like an **informal regulator**.

No. of businesses by industries, #



No. of reviews by industries, #

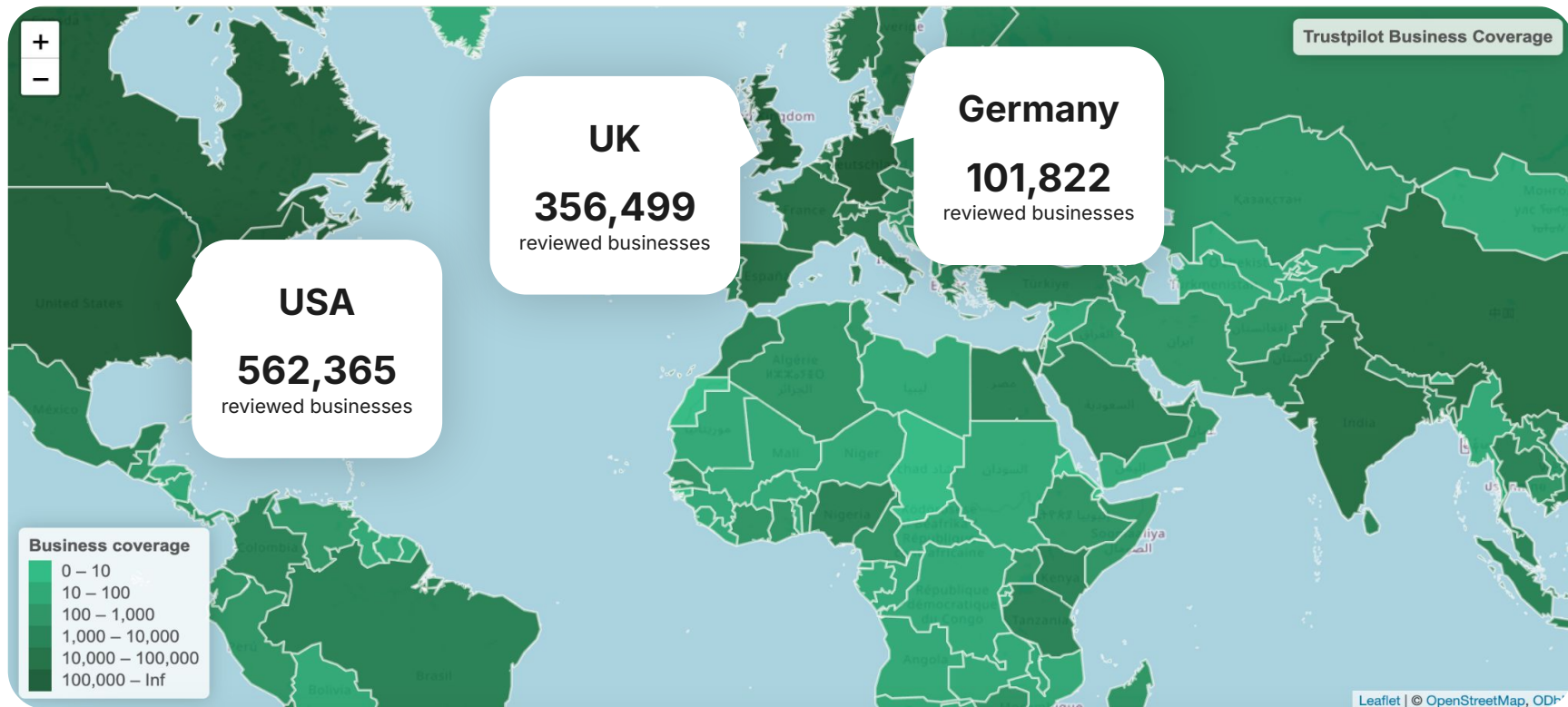


03

Trustpilot Insights

Reviews by geography

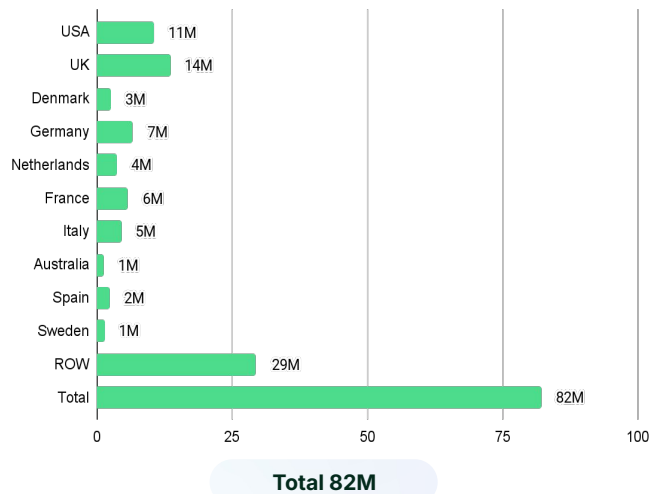
Our reviews span 100+ countries



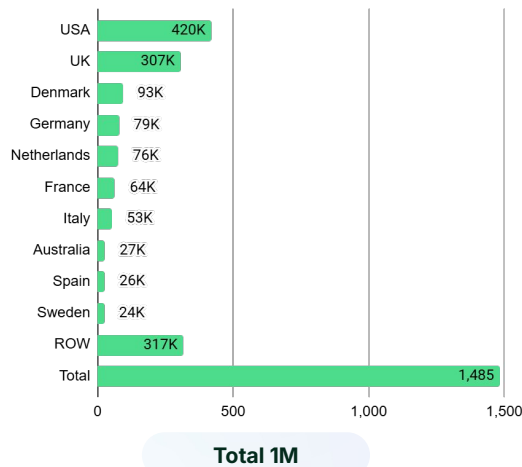
Review Coverage by geography

**UK still growing ~10.2% YoY
in reviews since 2021 despite
being the largest market**

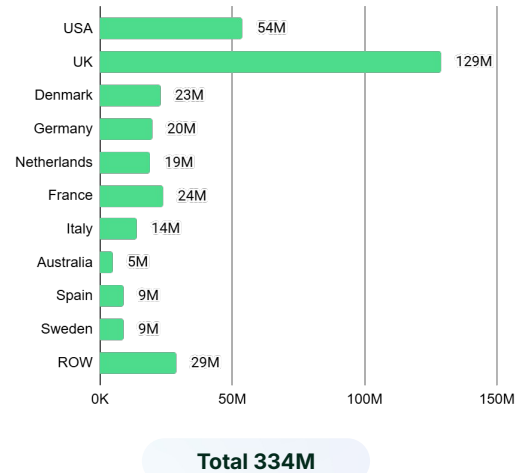
No. of unique users by geographies (in June '25), #



No. of business units by geographies, #



No. of reviews by geographies, #



04

Trustpilot Insights

The people
behind reviews

Trustpilot's community is highly active

The high contribution rate and increase in reviewers matched with a steady quality score and rising review likes show that this is **an active community where people still write to inform, not just vent.**

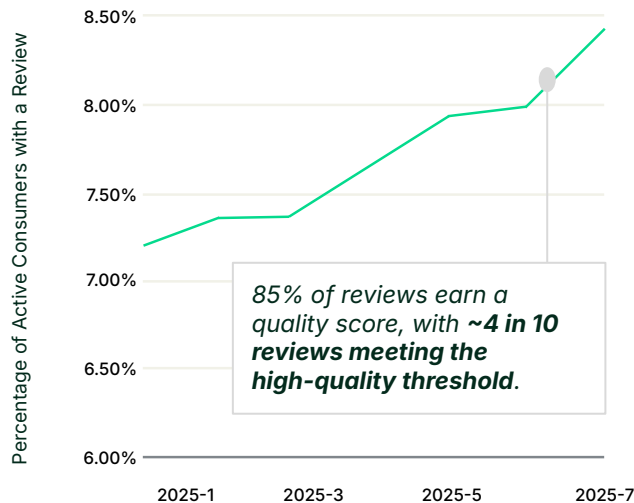
Contribution Rate¹

★ Trustpilot **36%**

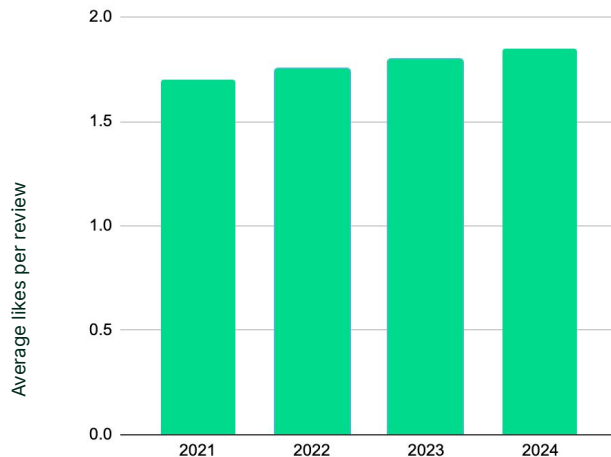
yelp **14%**

📷 Tripadvisor **6%**

MoM more active users are writing reviews, reducing the number of read only users



Review likes are increasing, showing higher engagement even by non-writers.



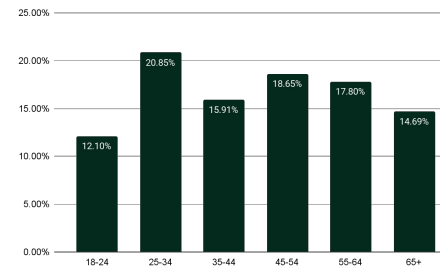
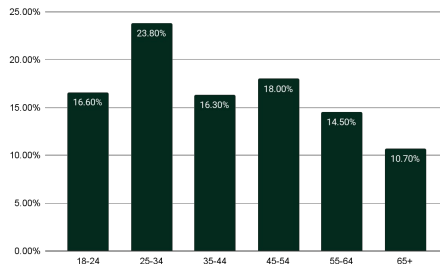
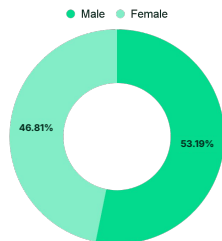
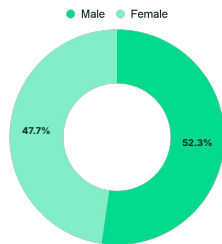
Balanced gender mix, skewing younger



Reader



Reviewer



18-25 spend the longest time on site per session, reading and engaging with reviews through likes and shares.

Older audiences (45+) are proportionally more likely to write reviews.

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This report was powered by Trustpilot's Data Analytics Team, who transform millions of reviews into intelligence for businesses and industries. Special thanks to Thanos Tsiaris, Zsuzsanna Szucs, Monika Faulkner, and Daniel Wratten for their leadership in analysis, modeling, and storytelling.