



Gustavson
School of Business
 University of Victoria



Household Care - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Arm and Hammer	35	64	55	161	43
Tide	45	108	30	92	52
Lysol	93	197	39	218	27
Palmolive	93	108	79	161	43
Cascade Detergent	110	181	94	189	106
Finish Detergent	110	213	79	132	86
SC Johnson	136	213	94	189	149
Downy Fabric Softener	167	213	121	218	176
Purell	167	83	141	248	106
Purex Laundry Detergent	167	123	167	189	143
Sunlight	167	197	157	314	158
Scotchbrite	226	301	182	314	176
Swiffer	247	321	72	271	106
Clorox	261	391	217	365	187
Gain Detergent	261	278	236	314	250
Air Wick	319	301	322	248	295
Febreze	336	389	295	371	263

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