



Gustavson
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Small Appliances - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Braun	45	123	39	92	86
Cuisinart	45	213	30	112	35
Black+Decker	110	256	111	161	128
Hamilton Beach	136	237	157	132	143
Honeywell	136	213	157	189	202
Philips	156	256	94	218	128
Remington	188	181	252	112	291
Sunbeam	188	213	200	218	202
Proctor Silex	247	213	252	295	239
Conair	319	321	288	352	285

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