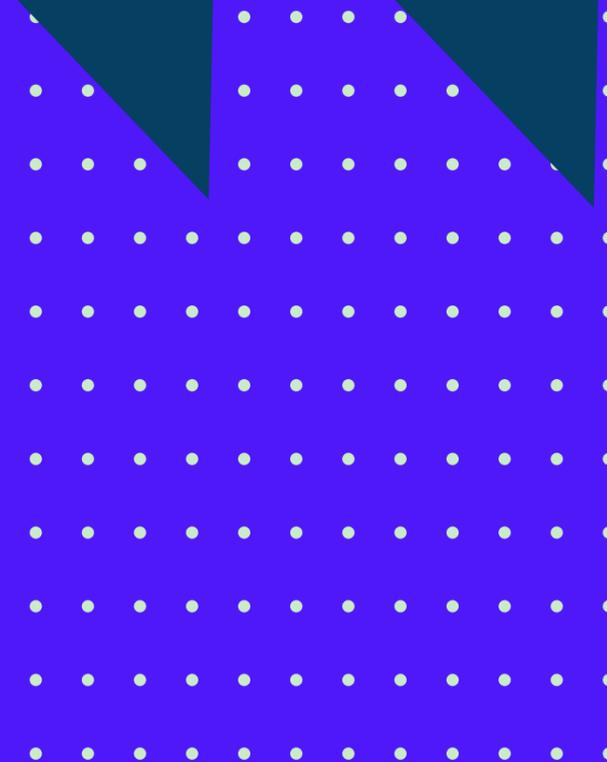
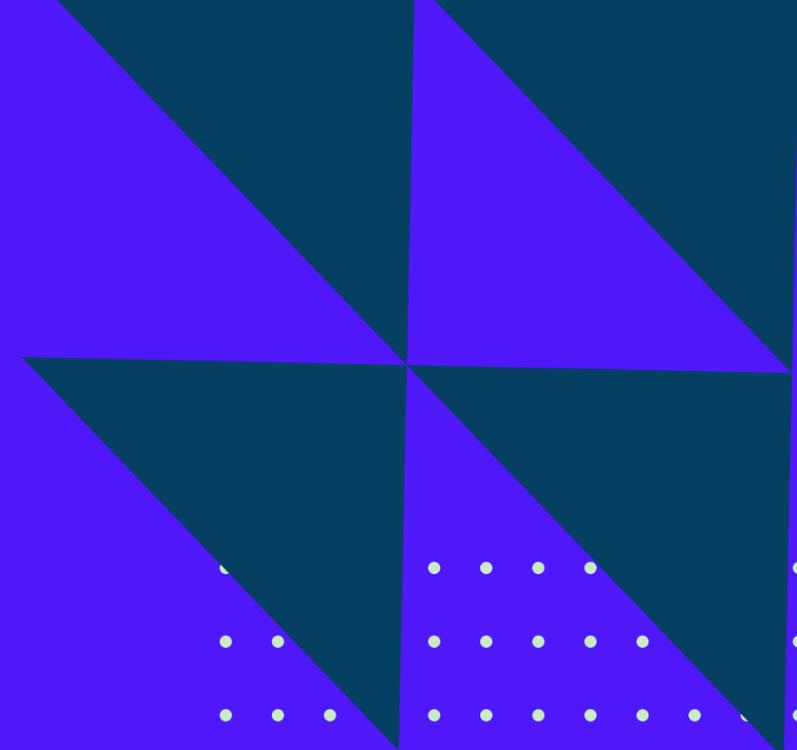


FASTEST GROWING BRANDS 2025

 MORNING CONSULT®





ABOUT THIS REPORT

Morning Consult's Fastest Growing Brands is the definitive measure of brand growth for both emerging and established brands, showcasing a wide range of companies and products that have accelerated their consumer appeal and awareness in 2025.

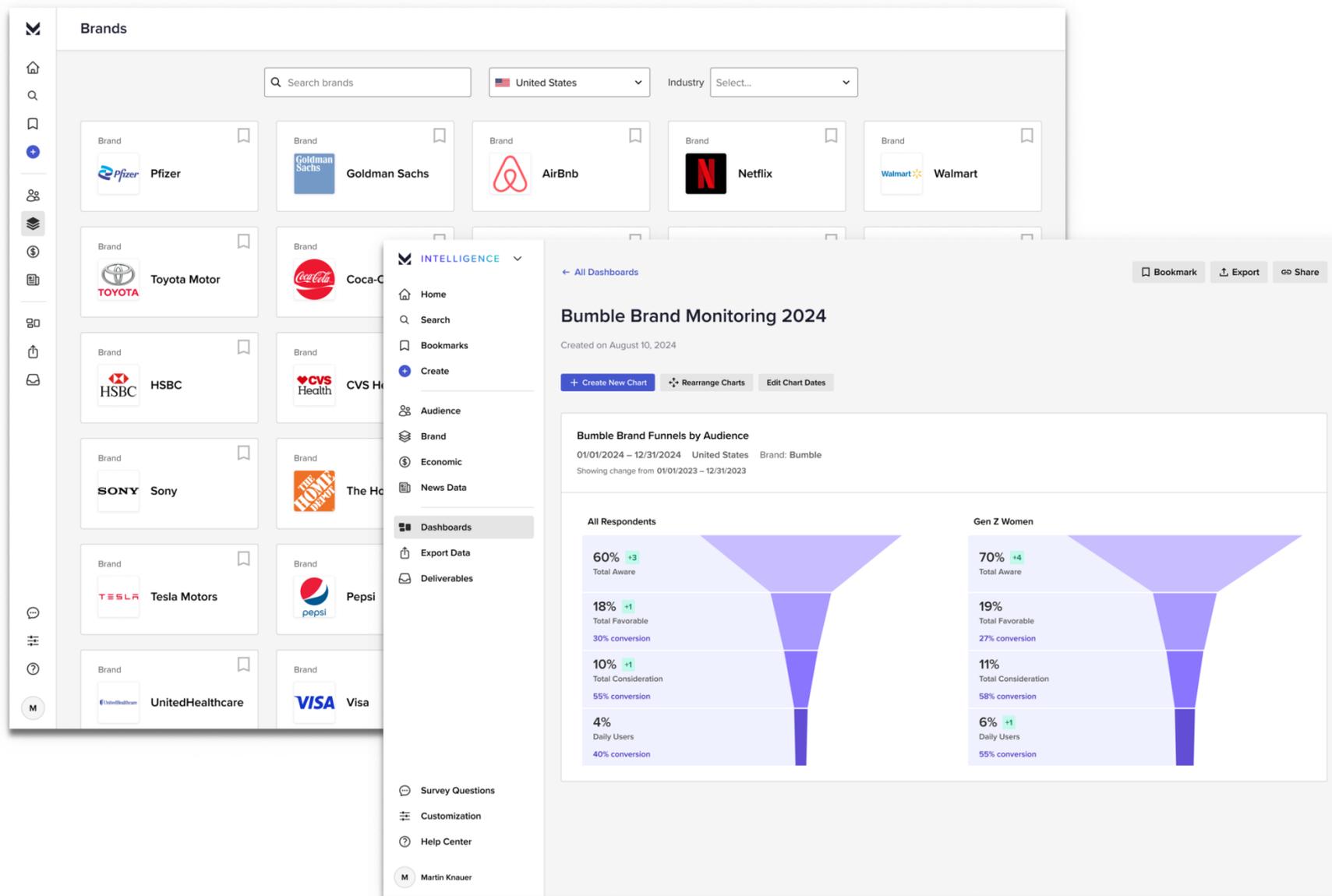
In this report, we rank the top 20 brands that have seen the biggest rise in purchasing consideration this year and how that is playing out across the general population and other key demographics. Plus, we profile the brands that have made an impression on consumers.

Rankings in the Fastest Growing Brands 2025 report were determined by taking the share of consumers who said they were considering purchasing from a brand in Q3 (Jul. 1-Sept. 30, 2025) and subtracting the share who said the same in Q1 (Jan. 1-Mar. 31, 2025). A brand needed an N-size of at least 500 to make it onto a demographic's ranking.

IN THIS REPORT

Every year, our rankings are supplemented by case studies that go deeper into the brands on the list and the audiences driving growth. This year, we explore...

- 5 **Why DoorDash makes this year's ranking**
- 6 **TikTok Shop's growth coincides with more social media shopping**
- 13 **Gen X is getting more into gaming**
- 19 **Which demographics are driving AI chatbots' rising popularity**
- 24 **How legacy brands leveraged TikTok for growth**



We track 5,000 brands — so why didn't yours make the list this year?

Here's just a sample of the brands we track across categories

- Airlines (Delta, Southwest, JetBlue)
- Automotive Companies (Ford Motor, Toyota Motor)
- Digital Platforms and Services (eBay, Bumble, Pinterest, TikTok)
- Education (Harvard University, The College Board)
- Energy & Utilities (Southern Company, NextEra Energy, Chevron)
- Financial Services (Intuit, Ally Financial, U.S. Bank)
- Food & Beverage (Coca-Cola, Burger King, McDonald's, Founders Brewing Company)
- Insurance (Allstate, State Farm, FM Global)
- Manufacturing & Industrial (John Deere)
- Media & Entertainment (Netflix, Walt Disney, AMC Theaters, The Atlantic, Univision)
- Nonprofits & Charitable Organizations (American Red Cross, Goodwill, Wounded Warrior Project)
- Pharmaceuticals & Biotech (Humana, Bayer, Johnson & Johnson)
- Retail & Consumer Goods (Lululemon, Dollar Shave Club, 7-Eleven, Home Depot)
- Travel & Hospitality (Hilton, Marriot, Airbnb, Expedia)
- Technology (Apple, Google, Block, Inc.)
- Wireless Network Providers (AT&T, Verizon)

This list is just the tip of the iceberg. Are we tracking your brand? Or, are we tracking your competitor? Get in touch — and we'd be happy to provide a free brand diagnostic.

GET A FREE BRAND DIAGNOSTIC

Powered by more than 30,000 daily interviews across 40+ global markets, Morning Consult Intelligence is the AI-powered, always-on consumer insights platform trusted by hundreds of leading brands to stay ahead of market shifts, customer expectations, and competitor moves. **Want to see Morning Consult Intelligence in action?** Get in touch to see if we already track your brand, and join us for a free brand diagnostic.

[Learn More](#)

Key takeaways

Overall, purchasing consideration is largely stagnant

The average purchasing consideration growth for brands included in this analysis was 0.73, meaning that most brands saw nominal changes to their consideration over the course of 2025.

AI tools just keep getting more popular

AI tools were more prominent amongst younger demographic groups, like Gen Z and millennials. Growth for these tools are also more common amongst higher-income consumers.

DoorDash expands its user base

The meal and grocery delivery service made the rankings for older demographics (Gen X and boomers) and middle-income consumers.

TikTok Shop is increasingly a destination for online shopping

Direct-to-consumer brands should take note that more consumers are using this social media e-commerce platform to make purchases.

More adoption of BNPL and fintech

Younger and lower-to-middle income consumers are turning to buy now, pay later and financial tools more.

Gen Xers are gaming more

Major gaming brands made Gen X's list this year, coinciding with an increase in gaming activity amongst those consumers according to Morning Consult tracking data.



Fastest Growing Brands 2025: All U.S. adults

Rank	Brand	Q1 2025	Q3 2025	Growth
1	DoorDash	36.18%	42.57%	6.39
2	Fruit of the Loom	41.81%	47.90%	6.09
3	TikTok Shop	21.62%	26.92%	5.30
4	Great Value French Fried Potatoes	34.43%	39.46%	5.03
5	Breyer's Ice Cream	50.01%	54.79%	4.78
6	Gemini	17.11%	21.68%	4.57
7	Fanatics	14.28%	18.67%	4.39
7	Siggi's Yogurt	11.36%	15.75%	4.39
9	ChatGPT	23.96%	28.29%	4.33
10	Chromebook	29.97%	34.26%	4.29
11	Coinbase	15.05%	19.29%	4.24
12	SoFi	15.28%	19.51%	4.23
13	HBO	33.61%	37.78%	4.17
14	WHOOP	6.26%	10.36%	4.10
15	Duke's Mayo	20.51%	24.58%	4.07
16	Tostitos	52.71%	56.75%	4.04
17	Activia	22.93%	26.96%	4.03
17	Barbie	22.28%	26.31%	4.03
19	Pluto TV	28.54%	32.53%	3.99
20	MTV	18.49%	22.47%	3.98



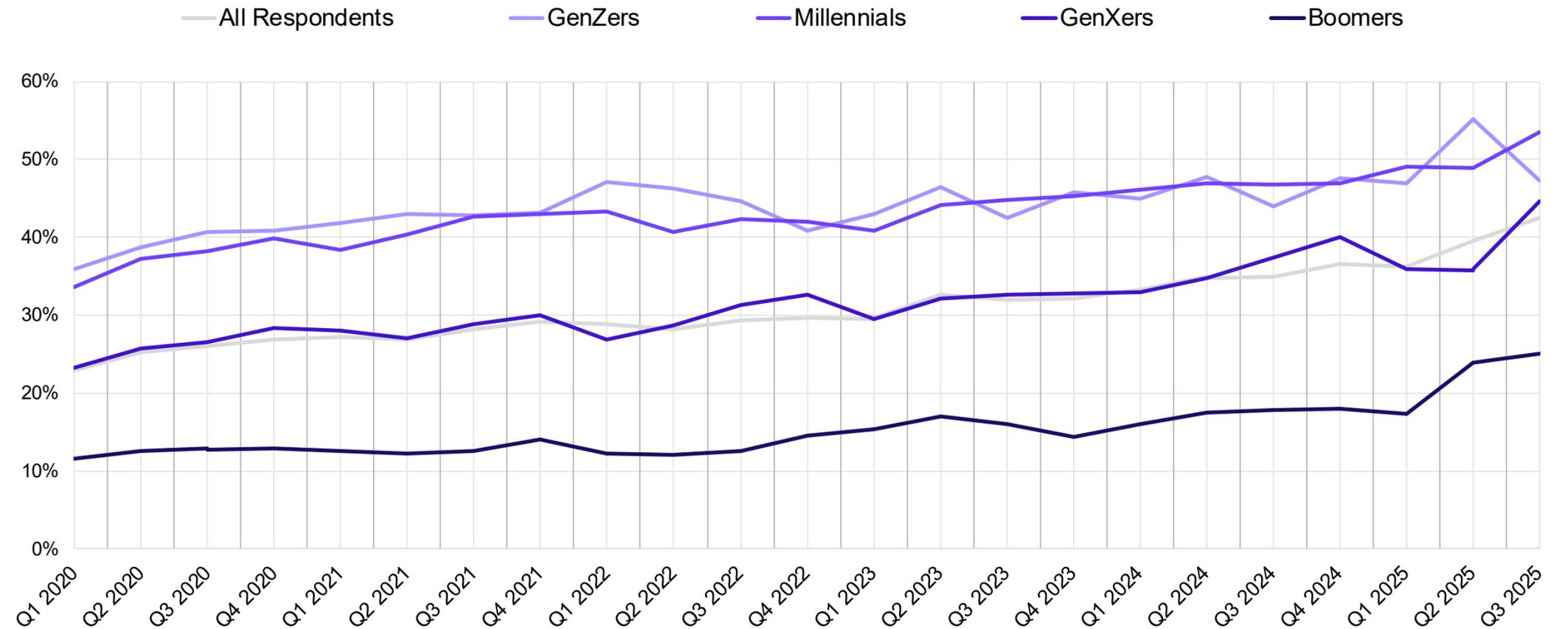
DOORDASH



DoorDash expands its user base with older generations

It's worth drilling deeper into the jump in consideration from boomers. This is one demographic that, according to Morning Consult surveys, tends to prefer timeless classics as opposed to adopting new technologies and brands. So who are the boomers driving interest in DoorDash, and what makes them different?

DoorDash total consideration by audience



Elevated by older consumers, DoorDash exploded onto this year's Fastest Growing Brands ranking. Purchasing consideration for DoorDash has been steadily rising for years, but older generations drove much of the growth more recently. Here's what we know about boomers who have purchasing intent towards DoorDash:

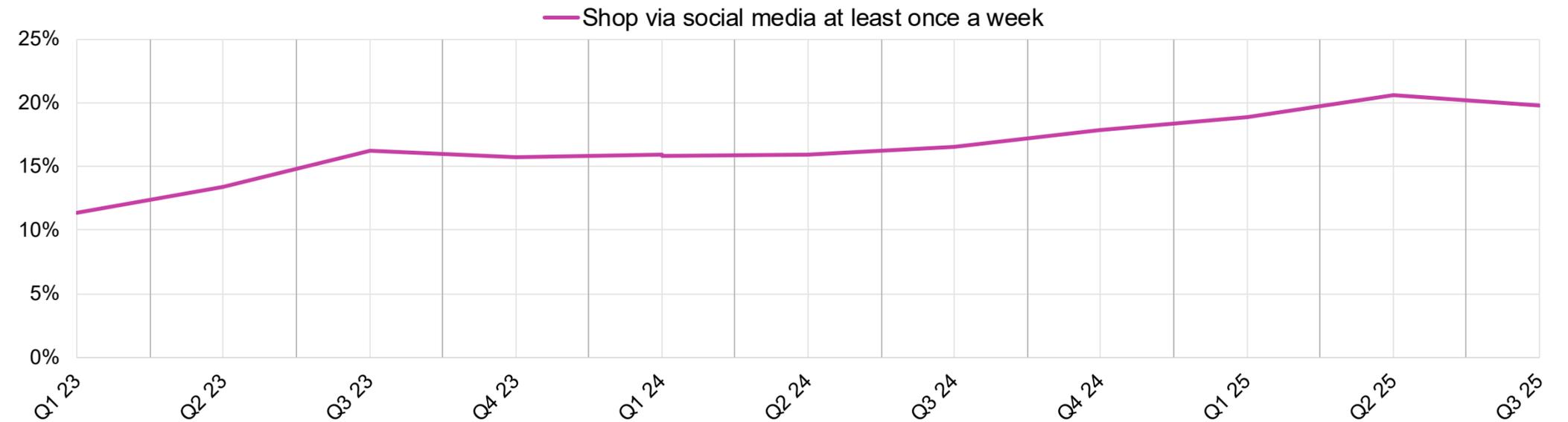
- **They're younger:** These boomers are more likely to be in what we called the "late boomer" bucket, i.e., they were born in 1955-1964 (early boomers are born between 1946 and 1955).
- **They're more likely to be divorced or widowed:** This group is one that may be less likely to have someone to share cooking responsibilities with.
- **More disposable funds:** These consumers are more likely to have more investments.



TikTok Shop is reshaping e-commerce

TikTok Shop is driving a structural shift in how consumers discover and purchase — merging entertainment, trust, and commerce in one experience.

Share of consumers who shop via a social media app weekly



TikTok Shop's emergence on the fastest growing brands' list for all consumers is reflective of the reality that more consumers are shopping online via social media platforms at a higher frequency. The share of consumers who make a purchase through a social media app weekly has risen from 11% at the start of 2023 to nearly 20% this year. Here's what we know about high-frequency social media shoppers:

- **They're younger.** Gen Zers make up 27% of these frequent social media shoppers, compared to just 18% of the U.S. adult population. Millennials also make up 39% of this group.
- **They're watching livestreams.** Nearly 50% of these consumers say one of the primary reasons they use social media is to watch live events, with 52% of these consumers active on Twitch.
- **They're going social looking for products to buy.** 40% of these consumers say they're using social media to research products and companies.
- **Almost 9 in 10 weekly social media shoppers are also buying from companies' websites:** 87% of these consumers say they shop using a mobile app or website weekly, too. This shows us that social commerce complements traditional e-commerce rather than replacing it.

Fastest Growing Brands 2025: Men

Rank	Brand	Q1 2025	Q3 2025	Growth
1	DoorDash	36.59%	45.80%	9.21
2	Dollar Tree	52.62%	61.60%	8.98
3	Discovery Network	31.49%	40.20%	8.71
4	MAC	13.67%	21.17%	7.50
5	WHOOOP	9.38%	16.78%	7.40
6	Budget Car Rental	21.35%	28.39%	7.04
7	Zoom	32.15%	38.93%	6.78
8	TikTok Shop	21.33%	28.06%	6.73
9	Old Navy	36.35%	43.07%	6.72
10	Fruit of the Loom	43.91%	50.57%	6.66
11	Siggi's Yogurt	12.53%	19.16%	6.63
12	CNN	27.47%	34.02%	6.55
13	Mercedes-Benz	27.81%	34.31%	6.50
14	Barstool Sports	17.12%	23.50%	6.38
15	Frontier Airlines	17.23%	23.56%	6.33
16	Wall Street Journal	24.62%	30.83%	6.21
17	Blue Buffalo	25.47%	31.64%	6.17
17	Afterpay	16.41%	22.58%	6.17
19	Tostitos	51.16%	57.31%	6.15
20	Hallmark	31.10%	37.22%	6.12

Fastest Growing Brands 2025: Women

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Sonic Drive-In	33.91%	41.21%	7.30
2	Green Giant	42.88%	49.49%	6.61
3	Baskin Robbins	43.14%	49.55%	6.41
4	IHOP	38.68%	44.95%	6.27
5	Discount Tire	21.07%	27.02%	5.95
6	Fruit of the Loom	39.92%	45.53%	5.61
7	Barbie	24.48%	29.69%	5.21
7	Jersey Mike's Subs	35.16%	40.37%	5.21
9	Five Below	39.47%	44.66%	5.19
10	Trix	20.91%	25.97%	5.06
11	Chuck E. Cheese	21.45%	26.43%	4.98
12	Great Value French Fried Potatoes	35.13%	40.05%	4.92
13	Chime	21.75%	26.53%	4.78
14	Longhorn Steakhouse	33.46%	38.23%	4.77
15	Cash App	32.92%	37.68%	4.76
16	Cottonelle	42.25%	47.00%	4.75
17	Android Messages	25.80%	30.53%	4.73
18	Breyer's Ice Cream	52.63%	57.31%	4.68
19	Xbox	22.48%	27.07%	4.59
20	Pluto TV	24.44%	29.01%	4.57

Fastest Growing Brands 2025: Gen Z

Rank	Brand	Q1 2025	Q3 2025	Growth
1	UberEATS	36.52%	41.57%	5.05
2	New York Times	17.10%	21.86%	4.76
3	7-Eleven	47.78%	52.44%	4.66
4	Walmart+	39.14%	43.76%	4.62
5	PayPal Pay in 4	22.84%	27.18%	4.34
6	Dollar General	47.23%	51.39%	4.16
7	Magnum Ice Cream	25.91%	30.01%	4.10
8	ChatGPT	29.83%	33.82%	3.99
9	Cutwater	9.47%	13.44%	3.97
10	Carl's Jr.	25.83%	29.79%	3.96
11	Bulleit Whiskey	10.82%	14.75%	3.93
12	Roblox	30.94%	34.68%	3.74
13	Walt Disney Studios	34.48%	38.15%	3.67
14	Snyder's Pretzels	17.46%	21.11%	3.65
15	The Cheesecake Factory	42.49%	46.05%	3.56
16	West Elm	8.12%	11.53%	3.41
17	Progressive	24.10%	27.46%	3.36
18	Brighthouse Financial	8.44%	11.79%	3.35
19	Meta	22.85%	26.12%	3.27
20	Walmart	62.11%	65.34%	3.23

Fastest Growing Brands 2025: Millennials

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Coinbase	22.55%	33.39%	10.84
1	Epic Games	26.55%	37.39%	10.84
3	Spanx	13.98%	24.01%	10.03
4	Honda FourTrax	10.10%	20.10%	10.00
5	Amazon Prime Rewards Visa Signature Card	29.93%	39.80%	9.87
6	British Airways	16.18%	26.00%	9.82
7	Bloomberg	15.76%	25.49%	9.73
8	Wall Street Journal	19.99%	29.53%	9.54
9	Buick	21.37%	30.73%	9.36
10	Prada	23.31%	32.53%	9.22
11	Zara	21.02%	30.20%	9.18
11	Fanatics	19.61%	28.79%	9.18
13	SHEIN	33.84%	42.94%	9.10
14	HBO	40.52%	49.31%	8.79
15	Freshpet	19.65%	28.42%	8.77
16	Trix	27.29%	36.01%	8.72
17	PGA Tour	16.80%	25.49%	8.69
18	Frontier Airlines	19.61%	28.27%	8.66
19	The GIANT Company	12.94%	21.45%	8.51
20	Siggi's Yogurt	15.76%	24.14%	8.38

Fastest Growing Brands 2025: Gen X

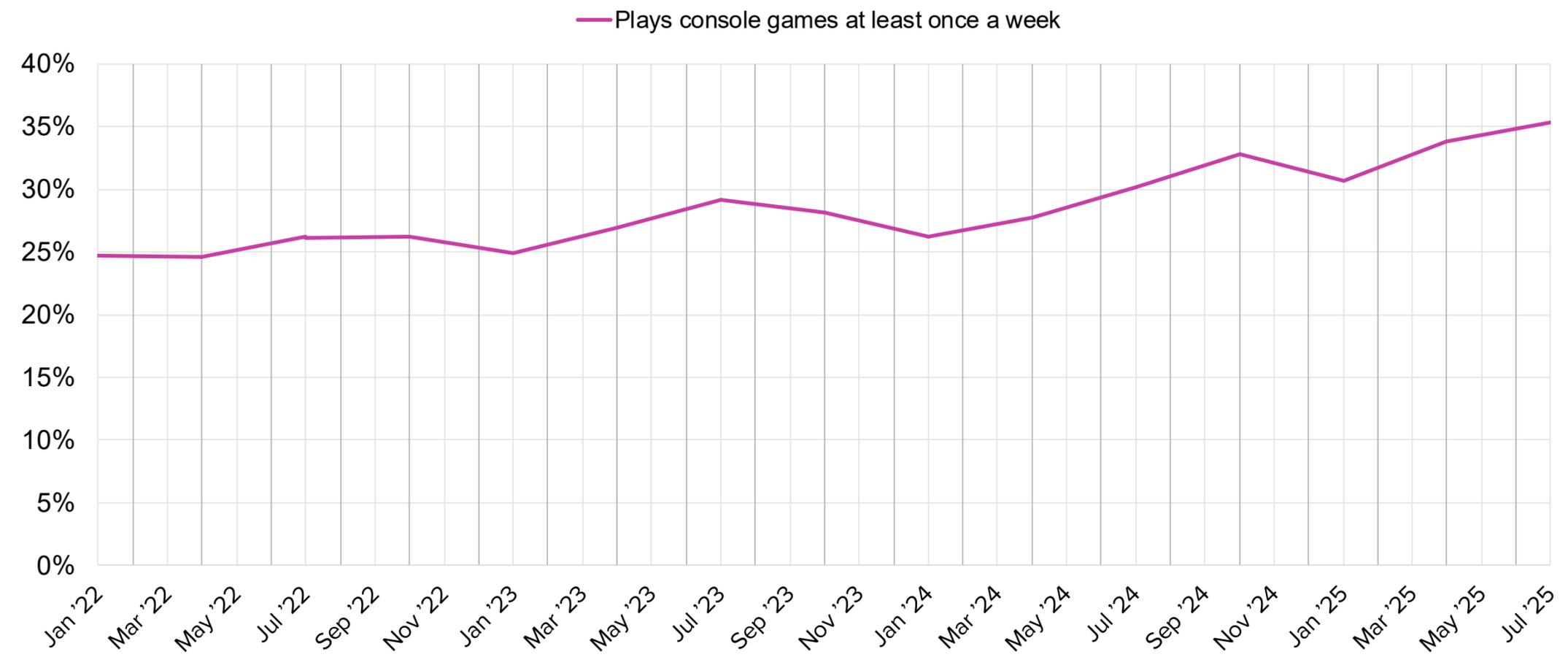
Rank	Brand	Q1 2025	Q3 2025	Growth
1	H&M	16.97%	27.37%	10.40
2	Call of Duty	20.64%	30.94%	10.30
3	Apple Intelligence	18.88%	28.32%	9.44
4	Great Value French Fried Potatoes	38.60%	47.43%	8.83
5	Aflac	15.84%	24.64%	8.80
6	DoorDash	35.98%	44.69%	8.71
7	Little Caesars	46.12%	54.63%	8.51
8	Barbie	20.26%	28.70%	8.44
9	Nintendo	34.56%	42.71%	8.15
10	Coffee-Mate	47.12%	54.93%	7.81
11	Ross Dress for Less	31.73%	39.34%	7.61
11	WHOOOP	4.96%	12.57%	7.61
13	Crocs	26.50%	33.81%	7.31
14	Calm	14.24%	21.35%	7.11
15	Gemini	18.33%	25.41%	7.08
16	Hennessy	19.92%	26.82%	6.90
17	Nike Jordan	30.30%	37.14%	6.84
18	Juul	8.52%	15.34%	6.82
18	Tropical Smoothie Cafe	19.82%	26.64%	6.82
20	Chromebook	31.89%	38.57%	6.68



Gen X is getting more into gaming

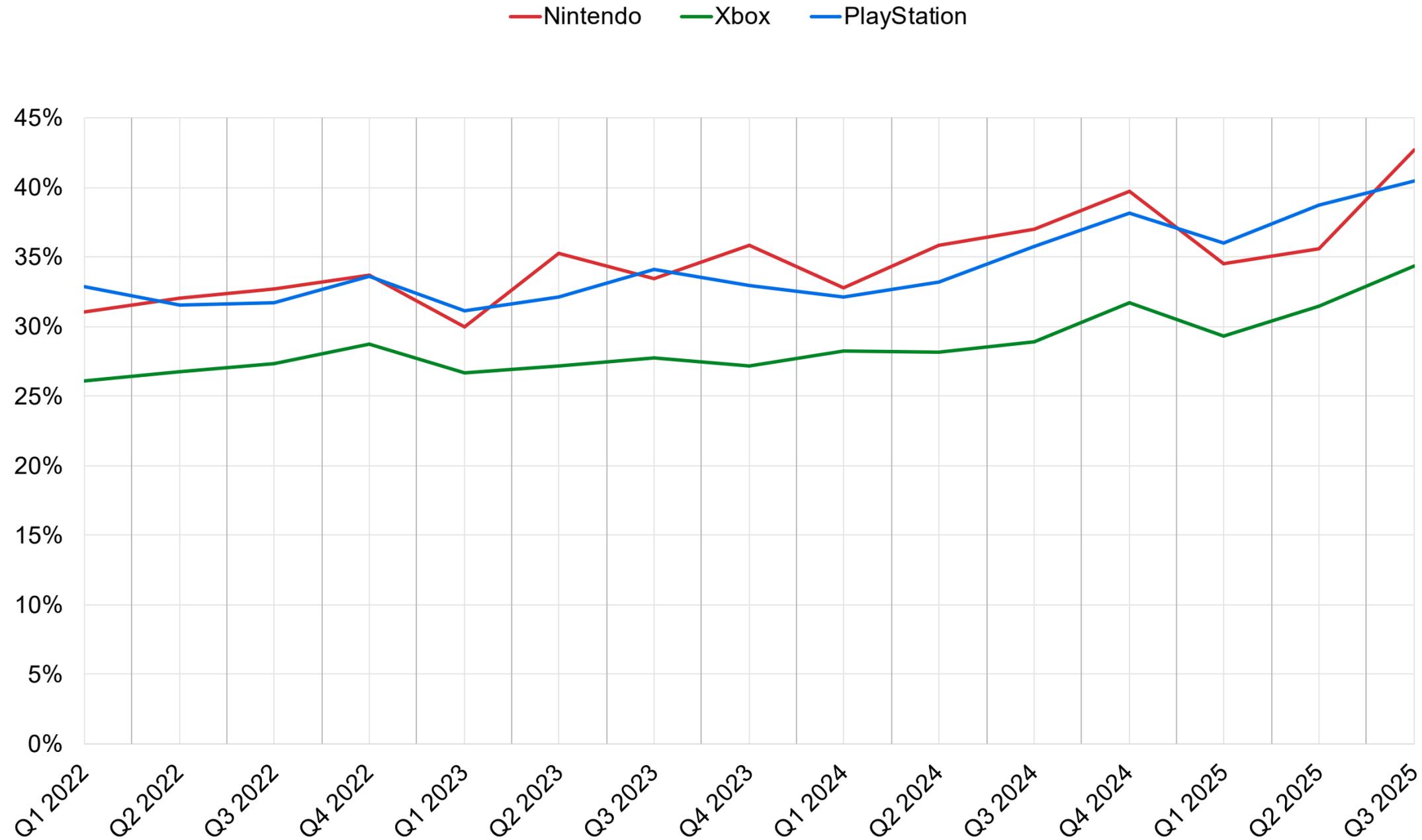
You'll notice two gaming brands made it onto our list for Gen X this year — Call of Duty and Nintendo. You could chalk this up to big news this year for those brands — Nintendo released its long-awaited sequel to the Nintendo Switch, for example. But this coincides with a trend we've been seeing for years: Gen Xers are gaming more and more.

Gen Xers who game weekly



The share of Gen X consumers who say they play console games weekly grew by 5 points in 2025 (and is up more than 10 points compared with 2022 figures). Of the generations Morning Consult tracks, Gen X's gaming frequency is growing the fastest. External data and reporting validates this trend we're seeing in Morning Consult Intelligence data — [there are more older gamers.](#)

Total consideration for major console brands among Gen Xers



Purchasing consideration for the major players in the console space — Nintendo, Xbox and PlayStation — has been steadily increasing since 2022.

We saw this trend continue into 2025, despite a tariff-related price increase on all three major consoles. Frequent Gen X console gamers tend to fall into higher-income brackets and are more willing to try a new product (like a newly released console) — so a price increase may not serve as much as a deterrent for this group.

Fastest Growing Brands 2025: Baby Boomers

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Pringles	40.82%	49.80%	8.98
2	DoorDash	17.37%	25.06%	7.69
3	Downy	43.82%	50.92%	7.10
4	Old Navy	28.13%	35.18%	7.05
5	Breyer's Ice Cream	56.46%	63.30%	6.84
6	Sonic Drive-In	29.47%	36.03%	6.56
7	Family Dollar Stores	40.66%	47.13%	6.47
8	Denny's	33.23%	39.5%	6.27
9	Cheetos	49.44%	55.57%	6.13
10	Duke's Mayo	20.66%	26.51%	5.85
11	Sweet Baby Ray's	45.89%	51.70%	5.81
12	Hamburger Helper	32.15%	37.89%	5.74
13	Samsonite	17.91%	23.55%	5.64
14	Ben & Jerry's	38.29%	43.89%	5.60
15	Hot Wheels	17.98%	23.47%	5.49
16	Gain Detergent	38.86%	44.34%	5.48
17	Sleep Number	14.39%	19.85%	5.46
18	Jersey Mike's Subs	36.12%	41.5%	5.38
19	Keurig Coffee	34.44%	39.80%	5.36
20	Duracell	63.94%	69.20%	5.26

Fastest Growing Brands 2025: Income: Under \$50k

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Discount Tire	22.25%	26.88%	4.63
2	Great Value French Fried Potatoes	36.54%	41.14%	4.60
3	Zoom	23.96%	28.55%	4.59
4	Chime	26.65%	31.11%	4.46
5	Sargento	35.8%	40.18%	4.38
6	Poppi	10.93%	15.18%	4.25
7	Cap'n Crunch	39.00%	43.19%	4.19
8	FICO	12.11%	16.29%	4.18
9	Suave	38.64%	42.79%	4.15
10	Fruit of the Loom	42.29%	46.27%	3.98
11	Blackstone Grills	12.85%	16.79%	3.94
12	Capri Sun	39.65%	43.54%	3.89
13	The Children's Place	17.32%	21.04%	3.72
14	PopCorners	11.16%	14.81%	3.65
15	Tostitos	51.45%	55.03%	3.58
16	Powerade	41.92%	45.41%	3.49
17	Peacock	32.68%	36.16%	3.48
18	Rocket Mortgage	9.09%	12.56%	3.47
19	Venmo	26.15%	29.61%	3.46
20	Red Robin	27.25%	30.69%	3.44

Fastest Growing Brands 2025: Income: \$50k-\$99.9k

Rank	Brand	Q1 2025	Q3 2025	Growth
1	DoorDash	35.03%	45.43%	10.4
2	MTV	18.52%	26.83%	8.31
3	Tostitos	54.8%	63.09%	8.29
4	Frank's Red Hot Sauce	37.20%	45.23%	8.03
5	Fruit of the Loom	42.82%	50.01%	7.28
6	Ikea	36.1%	43.29%	7.19
7	Sonic Drive-In	37.42%	44.42%	7.00
8	Wall Street Journal	20.64%	27.51%	6.87
9	Kraft Deluxe Mac & Cheese	51.95%	58.49%	6.54
10	Pedigree	26.02%	32.37%	6.35
11	Bottled Starbucks Frappuccino Coffee Drink	30.99%	37.20%	6.21
12	Snickers	55.95%	62.15%	6.20
13	Siggi's Yogurt	14.35%	20.34%	5.99
14	Blue Bell Ice Cream	41.25%	47.20%	5.95
15	CeraVe	34.09%	40.01%	5.92
16	Goodles Mac & Cheese	12.01%	17.88%	5.87
17	Apple News+	19.47%	25.30%	5.83
18	WHOOOP	7.44%	13.14%	5.70
19	Circle K	36.97%	42.53%	5.56
20	Cottonelle	41.59%	47.12%	5.53

Fastest Growing Brands 2025: Income: \$100k+

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Gemini	22.55%	37.78%	15.23
2	OpenAI	28.13%	42.63%	14.50
3	WhatsApp	31.57%	45.25%	13.68
4	Amazon Prime Secured Card	27.39%	40.54%	13.15
5	Canva	24.60%	37.73%	13.13
6	Microsoft Copilot	26.74%	39.85%	13.11
7	Harley-Davidson	19.35%	32.24%	12.89
8	AT&T Internet Air	19.72%	32.21%	12.49
9	T-Mobile	38.26%	50.74%	12.48
9	YouTube Premium	32.41%	44.89%	12.48
11	ChatGPT	36.23%	48.60%	12.37
12	IRONMAN	15.68%	27.86%	12.18
13	Pluto TV	24.58%	36.57%	11.99
14	Gold's Gym	15.02%	26.96%	11.94
15	YouTube Kids	25.66%	37.42%	11.76
15	Moncler	10.84%	22.60%	11.76
17	PayPal Credit	33.70%	45.40%	11.70
18	CarMax	21.79%	33.36%	11.57
19	Visible Wireless	12.90%	24.39%	11.49
20	Google Pay	35.01%	46.49%	11.48

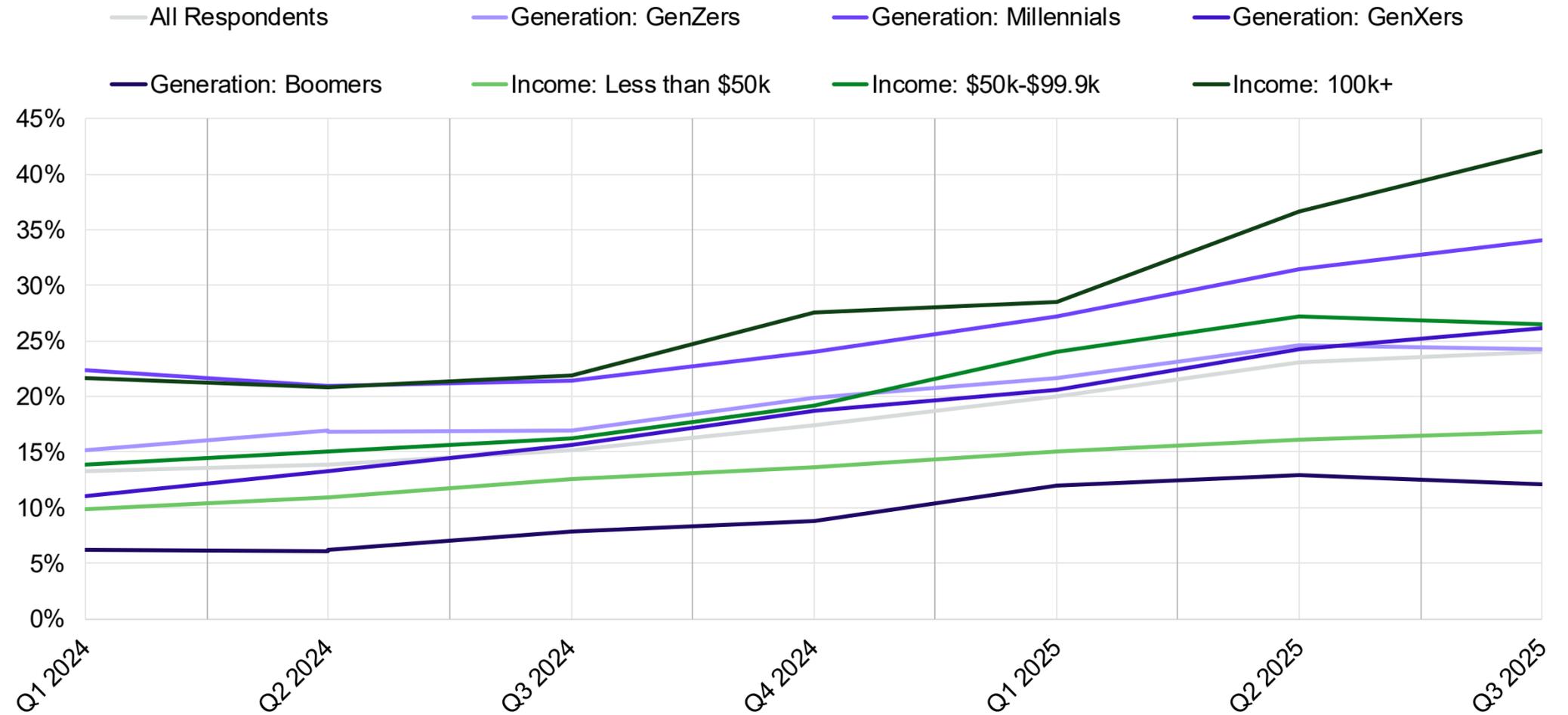


AI chatbots are only becoming more popular

The adoption of AI chatbots cannot be denied — purchasing consideration for these tools has grown year after year. But, these tools aren't "new" and "emerging" anymore. For many Americans, AI tools are part of everyday life, work and conversation.

So who is driving growth now?

Total consideration for AI chatbots grouped together by demographic



In this chart above, we group together ChatGPT, Gemini and Microsoft Copilot into a single brand group and trend total purchasing consideration overtime. Total considering is rising across all demographics, but higher-income consumers lead the pack — both in total considering (42% in Q3 2025) and in growth (up 13.6 points so far this year).

While this chart groups some of the most popular AI chatbots together, we'll look at which chatbot leads the pack amongst these higher-income consumers on the next slide.

There's a clear frontrunner in chatbot popularity amongst higher-income consumers

BRAND	TOTAL AWARE	NET TRUST	TOTAL CONSIDERING	REPUTATION SCORE
ChatGPT	89%	34	43%	74
Microsoft Copilot	77%	35	34%	76
Gemini	70%	29	31%	75
Anthropic Claude	34%	13	15%	66
DeepSeek AI	56%	7	20%	58
Grok	47%	12	21%	63
Perplexity AI	37%	14	17%	68

When we compare the key brand metrics for seven of the biggest AI chatbots amongst high-income consumers, we see there's a clear front-runner in most categories — ChatGPT. This brand is elevated by a much higher awareness than its competitors (sometimes, being first does matter). It also has a much higher total considering share — nearly 10 points higher than its closest competitor.

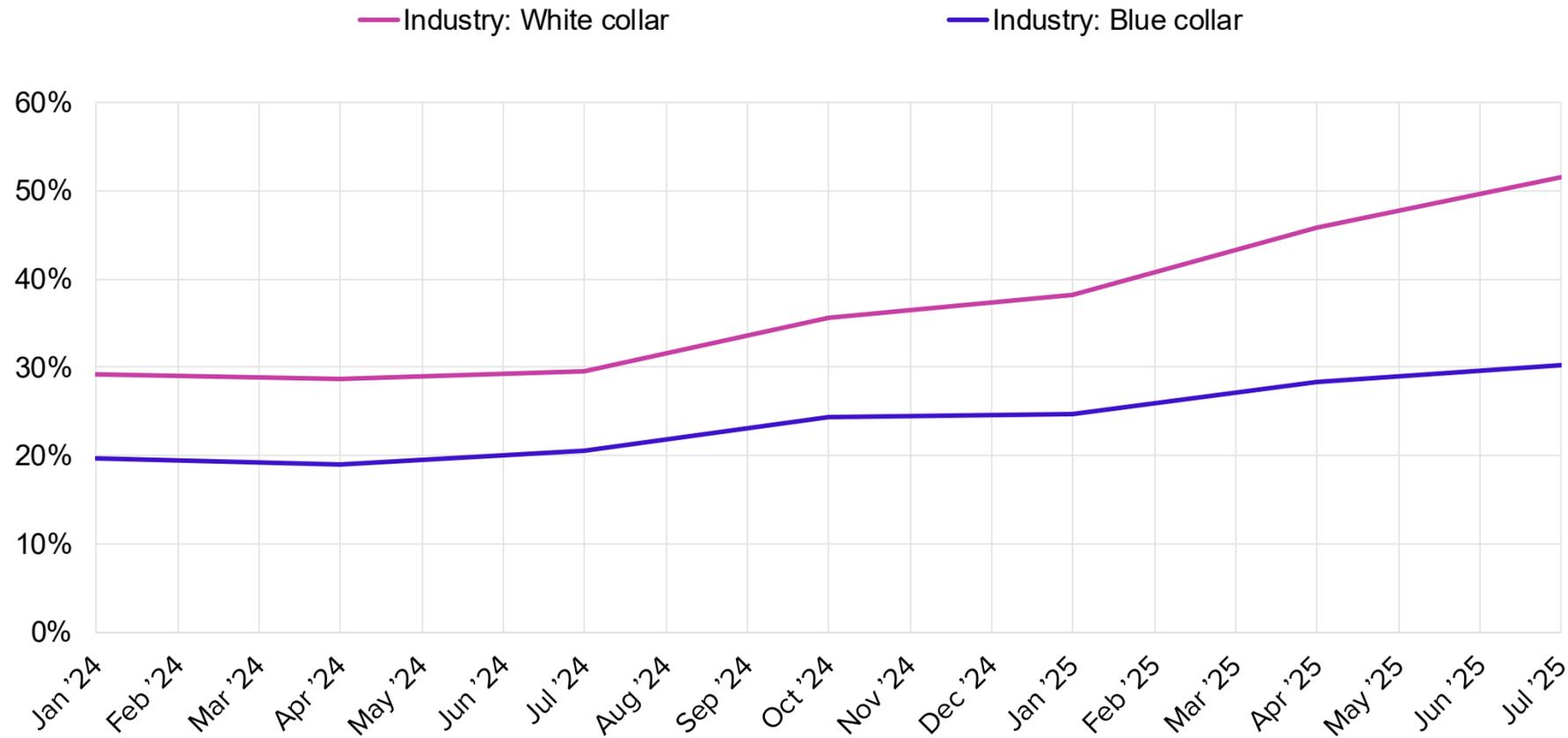
But the picture is less clear when we look at these brands' reputation scores — the top three are much closer together. The Morning Consult Reputation Score™ combines measures of trustworthiness, ethics, social responsibility, relevance, and stakeholder value into a single, actionable benchmark updated daily within the Intelligence platform. A higher awareness score for ChatGPT means there are more people who think good or bad of the brand, and those negative opinions can drag that score down some.

Know your competitors' metrics as well as your own

What does this table look like for your industry? Who's the most trusted brand amongst QSRs? What about in the airline industry? Which big box retailer has the highest reputation score? We aren't just tracking your brand — we're tracking your competitor's brand, too. Want to see the data live? Get in touch.

[Learn More](#)

Total consideration for AI chatbots grouped together by industry type



If we group ChatGPT, Gemini and Microsoft Copilot into a single brand group again, we can further explore a divide in growth based on industry. Growth has been especially explosive in consumers who work in more “white-collar” roles — think financial services, technology, professional and business services. But “blue-collar” workers are also seeing a growing interest in AI chatbots and tools. Adoption there is being driven primarily, but not exclusively, by manufacturing and construction workers. This is happening across the backdrop of more consumers in general adopting AI into their lives, even if blue collar companies may not be pushing the use of AI as aggressively as white collar firms may be.

Demographics that go beyond the basic

Yes, everyone cares about Gen Z trends. But what about when you need to go deeper? Simple demographics don’t always cut it. With Morning Consult Intelligence, you can build much more custom audiences for your own analysis and tracking purposes. For example, we track...

- Age
- City-Level
- Education
- Employment Status
- Gender
- Health Status
- Housing
- Income
- Industry
- Job Function
- Labor Union
- Member Status
- Martial Status
- Military Service
- MSA
- Party ID
- Pet Ownership
- Religion
- Sports Participation
- Social Media Usage
- Travel Frequency (Car, Bus, Train, Etc.)
- Vehicle Type
- ...& more

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Fastest Growing Brands 2025: Parents

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Zara	23.40%	36.40%	13.00
2	SoFi	22.68%	34.36%	11.68
3	Microsoft Azure	22.34%	33.97%	11.63
4	Rocket Mortgage	20.19%	31.12%	10.93
5	Gemini	26.25%	36.90%	10.65
6	IT Cosmetics	21.33%	31.94%	10.61
7	Target Circle 360	34.87%	45.42%	10.55
8	Wall Street Journal	24.16%	34.52%	10.36
9	Juul	13.22%	23.46%	10.24
10	Spanx	17.43%	27.66%	10.23
11	Epic Games	30.79%	41.00%	10.21
11	Viatis	10.24%	20.45%	10.21
13	QuikTrip	27.64%	37.82%	10.18
14	The GIANT Company	15.32%	25.39%	10.07
15	WHOOP	10.87%	20.92%	10.05
16	Frontier Airlines	23.11%	33.13%	10.02
17	Nvidia	20.5%	30.48%	9.98
18	LinkedIn	31.26%	41.22%	9.96
19	Botox	17.00%	26.78%	9.78
20	British Airways	21.87%	31.57%	9.70

Fastest Growing Brands 2025: TikTok Users

Rank	Brand	Q1 2025	Q3 2025	Growth
1	Lowe's	49.10%	56.89%	7.79
2	Samsung Galaxy	44.65%	52.28%	7.63
3	Sprite	56.24%	63.54%	7.30
4	WhatsApp	28.74%	35.95%	7.21
5	Dick's Sporting Goods	42.71%	49.72%	7.01
6	Capital One Financial	28.8%	35.32%	6.52
7	Standard Insurance Company (The Standard)	13.49%	19.95%	6.46
8	Minute Maid Orange Juice	53.13%	58.82%	5.69
9	YouTube TV	41.190%	46.86%	5.67
10	Humana	20.36%	25.93%	5.57
11	RoC Skincare	18.44%	23.86%	5.42
12	GMC	29.81%	35.17%	5.36
13	Home2 Suites by Hilton	20.84%	26.17%	5.33
14	Magnum Ice Cream	32.93%	38.02%	5.09
15	Danone	11.26%	16.03%	4.77
16	Chobani Yogurt	41.40%	46.06%	4.66
16	UberEATS	41.75%	46.41%	4.66
18	KFC	51.54%	56.17%	4.63
19	Progressive	31.50%	36.07%	4.57
19	NIDO	11.90%	16.47%	4.57

Note: TikTok users are defined as consumers who use TikTok at least monthly.

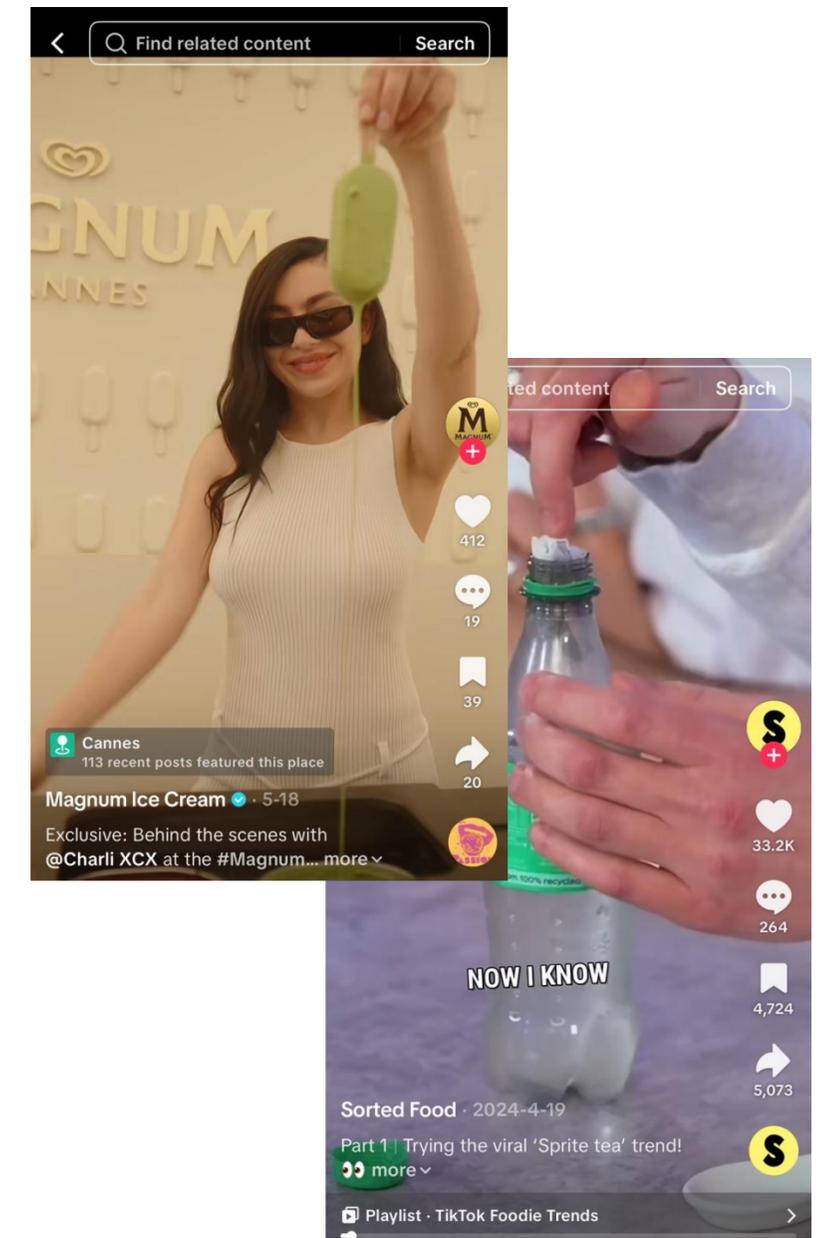


How legacy brands leveraged TikTok for growth

TikTok is an engine for awareness, relevance, and conversion across categories. We'll dive into three examples of major brands that saw growth this year because they leaned into a TikTok audience.

When you drill deeper into the brands that grew fastest among TikTok users, you'll find that many of these brands were tied to viral moments on recent viral TikTok moments. Let's dive into some examples:

- **Lowe's launched a home improvement Creator Network** over the summer featuring internet and TikTok stars like Mr. Beast, Mason Smith, Kyshawn Lane and Bring Your Own Tools. Dick's Sporting Goods also opened its own influencer program this year.
- **Sprite released a limited-time-only product in May of this year called "Sprite + Tea"**, inspired in part by social media users steeping tea bags in Sprite. While consumers have been mixing tea and Sprite for years now, the company canonized the flavor combo with official branding and a partnership with Eastside Golf.
- **Magnum Ice Cream was crowned an "it-girl" accessory by Vogue Business and social media users.** Magnum Ice Cream had anything but a chilly year — it went viral with ice cream shell "crack" ASMR videos and a Charli XCX Cannes Film Festival partnership. The brand's efforts of leaning into youth culture are working — not only did it grow amongst TikTok users, but its total purchasing consideration grew by 4 points amongst Gen Zers.



Full Methodology

Morning Consult Intelligence tracks consumer perceptions on thousands of brands daily, forming the foundation of this report.

- Rankings in the Fastest Growing Brands 2025 report were determined by taking the share of consumers who said they were considering purchasing from a brand in Q3 (Jul. 1-Sept. 30, 2025) and subtracting the share who said the same in Q1 (Jan. 1-Mar. 31, 2025).
- Our analysis was conducted among 2,511 brands. Sample sizes ranged from 507 responses to 49,355 responses collected among U.S. adults, with respective margins of error ranging from +/-4 to +/-0.49 percentage points. A brand needed a sample size of 500 or more responses to be eligible for a demographic's ranking.

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Bobby Blanchard runs Morning Consult Pro's audience and engagement strategy, strategizing to expand the reach and engagement of the organization's analysis and research. He previously worked in several Texas newsrooms, and is still based out of the Lone Star State where he holds a special affinity for the local cuisine, people and weather. Reach him at bblanchard@morningconsult.com

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FASTEST GROWING BRANDS 2025

