

FASTEST  
GROWING  
BRANDS  
**2020**



Morning Consult's Fastest Growing Brands™ of 2020 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 2020.

In this report, we rank the top 20 fastest growing brands that have seen the biggest rise in purchasing consideration this year, how that is playing out across generations and which brands have seen a lift in pure brand awareness, even if it didn't translate to an increase in purchasing.

## HOW WE DETERMINED THE RANKINGS

The Fastest Growing Brands ranking is determined by measuring growth in the share of consumers who say they would consider purchasing from a brand over the course of the year. Morning Consult Brand Intelligence tracks consumer perceptions on thousands of brands on a daily basis, forming the basis of this report.

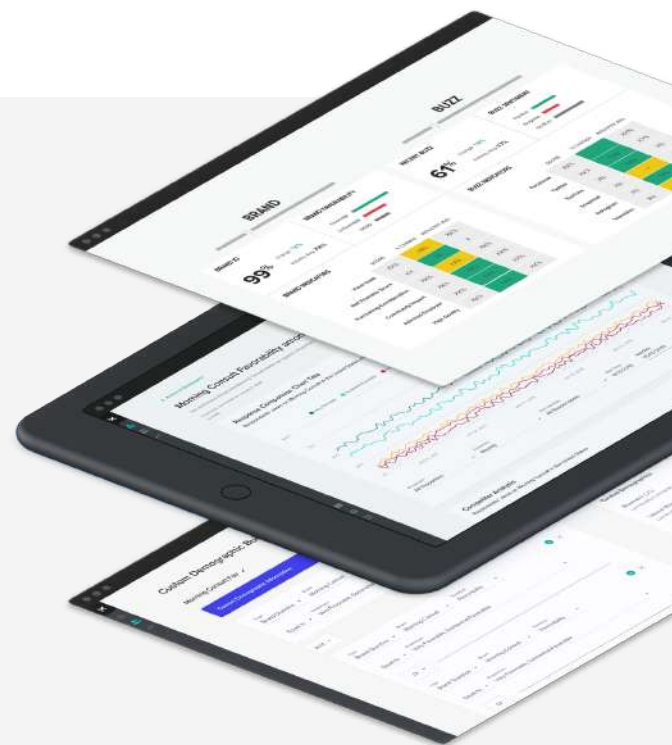
Growth was determined by taking the share of consumers who said they were considering purchasing from the brand from Oct. 16 - Nov. 16, 2020 minus the share who said the same in Jan. 1 - 31, 2020. The number of surveys per brand varies, with an average of 11,470 surveys per brand.

## WHERE THE DATA COMES FROM

### BRAND INTELLIGENCE

Morning Consult tracks brands perceptions on 4000+ companies, products and brands by conducting thousands of survey interviews with consumers across the globe every day.

[LEARN MORE ABOUT BRAND INTELLIGENCE](#)





## KEY STORYLINES FROM THIS YEAR'S RANKINGS



### **The pandemic greatly shaped consumer behavior in 2020:**

Nearly every brand that occupies a spot on the Fastest Growing Brands list is meaningfully connected to pandemic-related behavior, from at-home entertainment to cleaning products to remote connectivity apps to pharmaceutical companies.



### **Zoom is the standout winner this year:**

The video conferencing brand surged 15 points. Only one other brand, Peacock, grew by double digits. Zoom is also the number one Fastest Growing Brand with each generation.



### **Legacy brands made inroads with Gen Z:**

While emerging companies Zoom and TikTok took the top spots with Gen Z, the list is also peppered with a number of well-established brands, such as Food Network, NASCAR, Cetaphil, Pepsi, United Airlines, and State Farm.



### **Video streaming services dominate the rankings:**

Americans had lots of free time to kill this year, and perhaps the biggest benefactors were a new class of video streaming services. Six of the 20 Fastest Growing Brands are rooted in video streaming: Peacock, TikTok, HBO Max, Twitch, Tubi TV, and Pluto TV.



### **Food delivery apps have another banner year:**

Last year, four food delivery brands made the Fastest Growing Brands ranking, with DoorDash nabbing the top spot. DoorDash appears again on this year's list, joined by Instacart and Amazon Fresh.



### **DoorDash, Venmo & Cash App make top 20 for second year in a row:**

DoorDash, Venmo and Cash App are no stranger to growth: This is their second consecutive year making Morning Consult's Fastest Growing Brands list.























### **Peacock finds an audience with older generations:**

Peacock was the second fastest growing brand overall, and found particular resonance with Gen X and, to a lesser extent, Boomers. Purchasing consideration grew by 16 points among Gen X, compared to 3 points for Gen Z, 11 points for Millennials, and 13 for Boomers.



## THE 20 FASTEST GROWING BRANDS OF 2020

The Fastest Growing Brands ranking is determined by measuring growth in the share of consumers who say they would consider purchasing from a brand over the course of the year.

	JAN.	NOV.	GROWTH
 <sup>*</sup>	11%	26%	<b>15.1</b>
	4%	16%	<b>11.5</b>
	10%	17%	<b>6.9</b>
	10%	17%	<b>6.3</b>
	22%	28%	<b>6.1</b>
	16%	22%	<b>6.1</b>
	14%	19%	<b>5.1</b>
	18%	23%	<b>4.8</b>
	22%	27%	<b>4.8</b>
	14%	18%	<b>4.6</b>
	12%	17%	<b>4.6</b>
	62%	66%	<b>4.5</b>
	6%	11%	<b>4.5</b>
	18%	22%	<b>4.5</b>
	8%	12%	<b>4.3</b>
	18%	22%	<b>4</b>
	17%	21%	<b>3.7</b>
	12%	15%	<b>3.6</b>
	13%	17%	<b>3.6</b>
	19%	23%	<b>3.6</b>

\*Morning Consult began daily tracking of Zoom on March 14. The starting data point for Zoom is based on surveys conducted March 14-31, 2020.



# THE 20 FASTEST GROWING BRANDS AMONG GENZERS AND MILLENNIALS

The Fastest Growing Brands ranking is determined by measuring growth in the share of consumers who say they would consider purchasing from a brand over the course of the year. Gen Z is referring to Gen Z adults (ages 18-23).

## GEN Z

	JAN.	NOV.	GROWTH
zoom *	16%	27%	10.9
TikTok	25%	36%	10.8
HBOmax	17%	27%	10.6
DOORDASH	33%	43%	10.3
instacart	8%	18%	10.3
food	23%	32%	9.5
twitch	20%	29%	8.9
BEYOND MEAT	7%	16%	8.7
NASCAR	13%	21%	7.9
Cetaphil	15%	23%	7.9
pepsi.	44%	52%	7.7
Apple iMessage	41%	48%	7.1
crocs™	24%	31%	7.0
THE NEW YORKER	10%	16%	6.9
four	12%	19%	6.9
abc	18%	25%	6.6
UNITED AIRLINES	17%	23%	6.4
HBO FILMS	19%	25%	6.3
State Farm®	18%	24%	6.3
Snapchat	39%	45%	6.3

## MILLENNIALS

	JAN.	NOV.	GROWTH
zoom *	13%	33%	20.0
TikTok	16%	28%	11.4
peacock	6%	17%	10.6
Microsoft Teams	25%	34%	8.7
amazon fresh	23%	32%	8.5
chromebook	29%	37%	8.4
DOORDASH	33%	41%	8.3
HBOmax	25%	33%	7.9
twitch	14%	22%	7.7
Coca-Cola zero	24%	31%	7.7
CLOROX	57%	64%	7.5
tubi	14%	21%	7.0
CNN	21%	28%	6.9
Zelle	19%	26%	6.7
CBS NEWS	23%	29%	6.6
Aol.	11%	17%	6.6
instacart	18%	24%	6.6
DODGE	25%	31%	6.4
BUD LIGHT SELTZER	14%	20%	6.3
boostmobile	18%	24%	6.3

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## THE 20 FASTEST GROWING BRANDS AMONG GENXERS AND BOOMERS

The Fastest Growing Brands ranking is determined by measuring growth in the share of consumers who say they would consider purchasing from a brand over the course of the year.

### GEN X

	JAN.	NOV.	GROWTH
zoom *	13%	33%	<b>20.3</b>
peacock	4%	21%	<b>16.3</b>
HBOmax	16%	25%	<b>9.6</b>
WhatsApp	13%	22%	<b>8.9</b>
T-Mobile	23%	31%	<b>8.2</b>
Microsoft Teams	18%	26%	<b>7.9</b>
Cash App	16%	24%	<b>7.7</b>
YAMAHA	15%	23%	<b>7.6</b>
instacart	11%	18%	<b>7.4</b>
TikTok	8%	15%	<b>7.3</b>
Robinhood	6%	13%	<b>6.8</b>
DOORDASH	21%	28%	<b>6.7</b>
crocs™	19%	26%	<b>6.7</b>
venmo	16%	22%	<b>6.7</b>
INFINITE	12%	19%	<b>6.6</b>
White Castle	25%	31%	<b>6.2</b>
Apple Pay	17%	24%	<b>6.1</b>
Honest	19%	26%	<b>6.1</b>
OAKLEY	17%	23%	<b>6.1</b>
MICHAEL KORS	20%	26%	<b>6</b>

### BOOMERS

	JAN.	NOV.	GROWTH
zoom *	7%	24%	<b>17.3</b>
peacock	2%	14%	<b>12.5</b>
Pfizer	15%	21%	<b>5.7</b>
Roundup	10%	15%	<b>5.1</b>
AJAX	38%	43%	<b>5.0</b>
AstraZeneca	7%	12%	<b>4.9</b>
Scotch-Brite	38%	43%	<b>4.9</b>
CLOROX	67%	72%	<b>4.6</b>
instacart	5%	9%	<b>4.4</b>
Hilton	23%	27%	<b>4.4</b>
DANNON®	38%	42%	<b>4.0</b>
T-Mobile	16%	20%	<b>3.8</b>
venmo	6%	10%	<b>3.6</b>
Lilly	8%	11%	<b>3.6</b>
DOORDASH	10%	14%	<b>3.5</b>
VIACOMCBS	7%	11%	<b>3.5</b>
UnitedHealthcare	22%	25%	<b>3.4</b>
POLITICO	6%	10%	<b>3.3</b>
HELLMANN'S MAYONNAISE	52%	55%	<b>3.2</b>
Abbott	9%	12%	<b>3.1</b>

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# THE BRANDS THAT GAINED THE MOST AWARENESS IN 2020

These are the brands that gained the most in terms of named identification over the course of 2020. Each number represents the share of consumers who were familiar with the brand from Oct. 16 - Nov. 16, 2020 minus the share who said the same in January, 2020.

	JAN.	NOV.	GROWTH
zoom *	57%	90%	<b>33.6</b>
peacock	37%	68%	<b>31.7</b>
instacart	55%	74%	<b>19.2</b>
TikTok	77%	94%	<b>16.9</b>
BUD LIGHT SELTZER	67%	81%	<b>14.2</b>
tubi	42%	54%	<b>12.4</b>
Natural Light SELTZER	52%	63%	<b>11.2</b>
Cash App	54%	65%	<b>10.9</b>
venmo	62%	72%	<b>10.4</b>
WARBY PARKER	36%	46%	<b>10.4</b>
pluto tv	50%	60%	<b>10.1</b>
WHITE CLAW HARD SELTZER	49%	59%	<b>10.1</b>
Robinhood	32%	42%	<b>10.0</b>
GILEAD	24%	34%	<b>9.3</b>
zelle	48%	57%	<b>8.9</b>
twitch	52%	61%	<b>8.9</b>
SPACE X	50%	59%	<b>8.9</b>
HBO MAX	82%	91%	<b>8.8</b>
BEYOND MEAT	47%	55%	<b>8.5</b>
Microsoft Teams	67%	76%	<b>8.5</b>



\*Morning Consult began daily tracking of Zoom on March 14. The starting data point for Zoom is based on surveys conducted March 14-31, 2020.



## BRAND INTELLIGENCE

# Track Your Brand's Growth in 2021

Traditional consumer research is limited, inaccurate, slow, and expensive. Morning Consult is providing revolutionary new solutions.

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