

# REPUTATION BY CARMA: UK RETAIL

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*“Retail brands operate in one of the most visible and scrutinised sectors. Whether it's product-led stories driving strong audience recognition or controversy on social media attempting to shift opinion, reputation is shaped by both what is said and how it lands. The results highlight just how important it is for retailers to strike a balance between commercial appeal and broader brand values.”*

## Reputation by CARMA: Brand Benchmarks - Retail

Welcome to the second edition of Brand Benchmarks, CARMA's monthly reporting series tracking the evolving reputations of leading companies across four sectors: Finance, FMCG, Retail, and Tech.

Each report analyses the same set of companies using CARMA's robust methodology to give each a Reputation Score – a clear, single metric showing how the public views a company. For retail, these brands were chosen to represent different industries within and adjacent to the retail space, each representing a major player within their respective field.

Companies are scored against six core Reputational Pillars - Products and Services, Performance, Conduct, Culture, Vision, and Sustainability – to reveal what truly shapes brand perception. Over time, CARMA's Brand Benchmarks will show how brands' reputations evolve, which narratives drive change, and how brands can proactively manage their public image.

For more on our methodology, see the appendix at the end of the report.

**The following brands have been included:**



# Our Pillars



## Products & Services

Anything related to their customer offering, such as quality, reliability and customer service.



## Culture

Anything related to their organisational culture, such as employee treatment, health & safety, diversity & inclusion.



## Sustainability

Anything related to their sustainability actions, such as community engagement, environmental impact, and charitable endeavours.



## Conduct

Anything related to their behavior and conduct, such as authenticity, transparency, compliance and ethical behaviour.



## Performance

Anything related to their business performance, such as consistency, investment potential and financial results

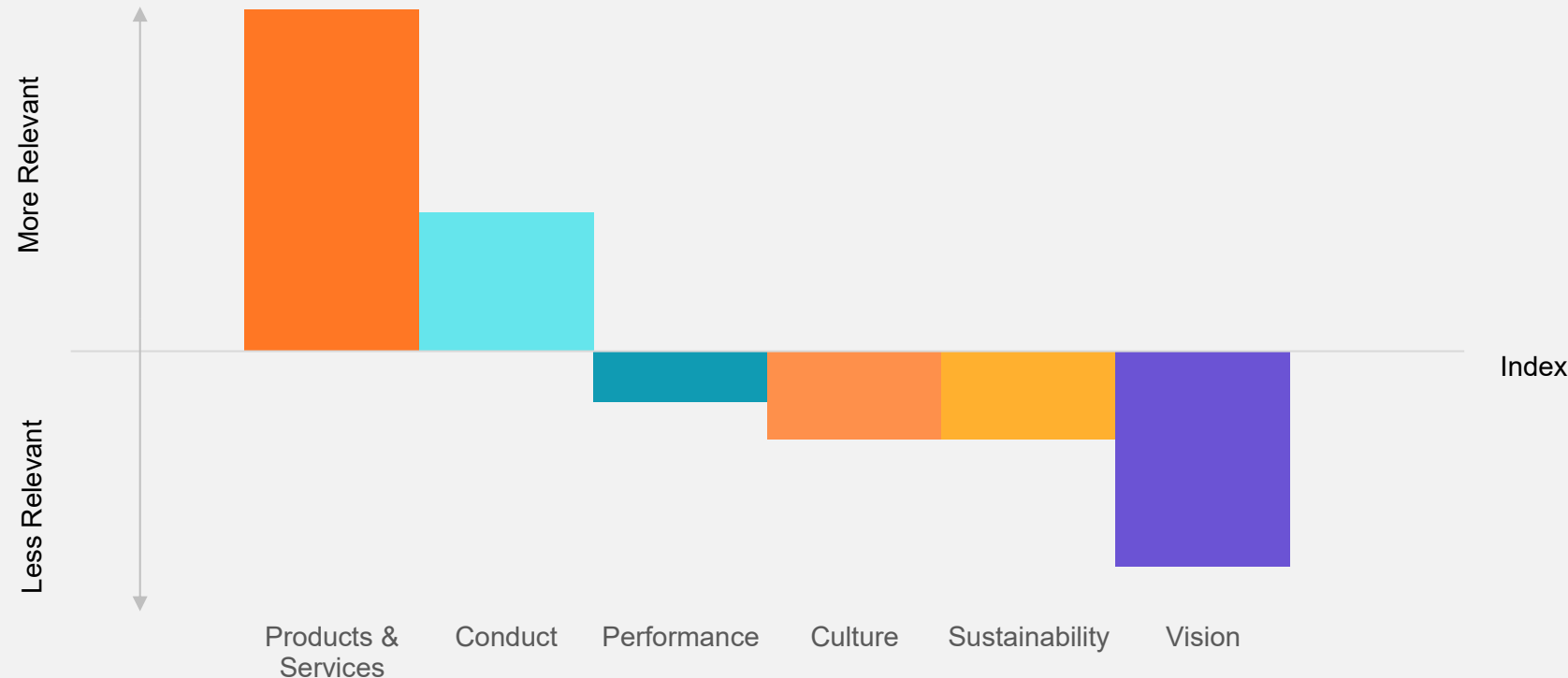


## Vision

Anything related to their direction and vision of the future, such as innovation, value proposition and expertise

# What matters more to UK audiences?

Products and Services was by far the most relevant pillar for UK consumers. UK consumers were least engaged with Retail brands' Vision, and placed equal weight on their Culture and Sustainability.

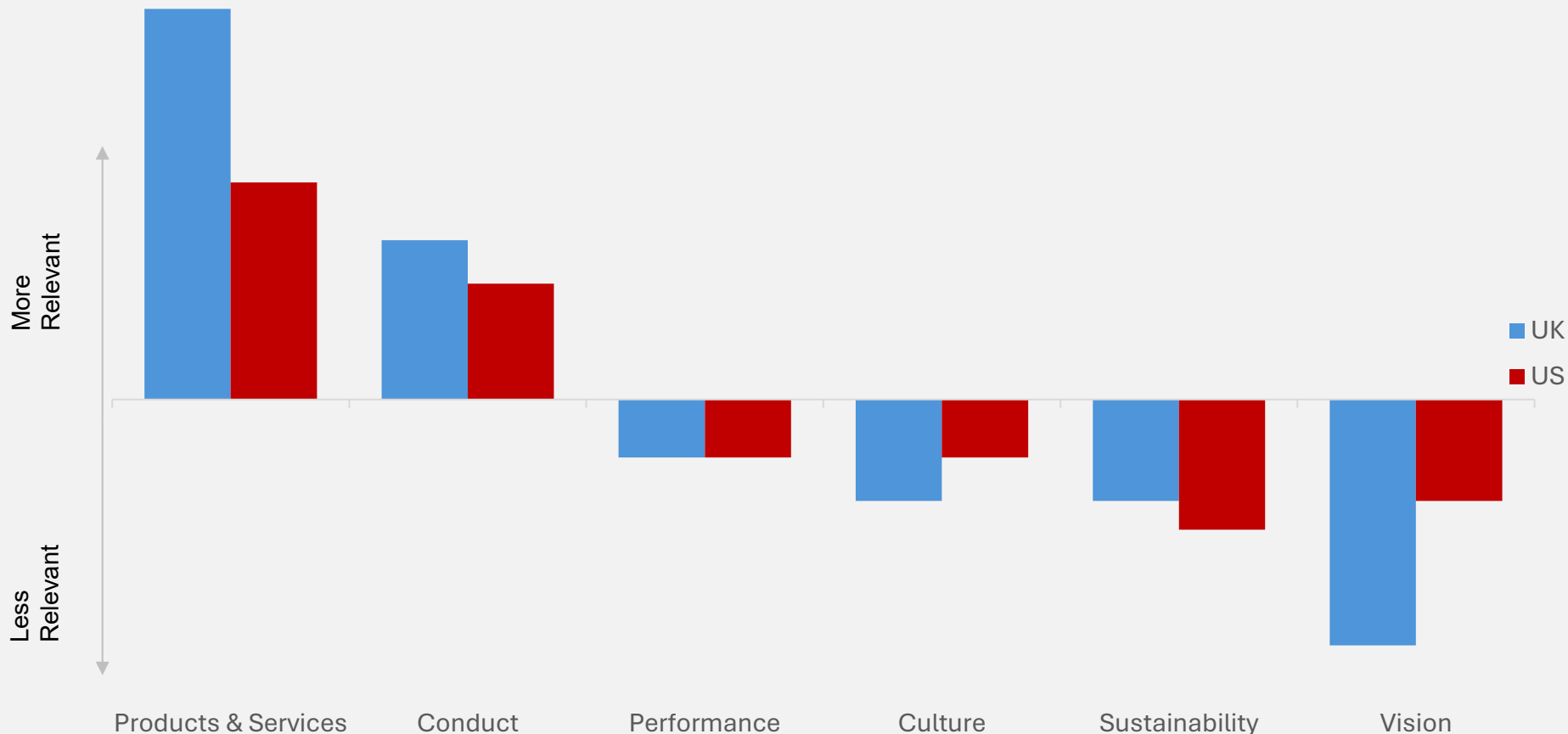


Retail saw extremes in audience opinion. While Products and Services has consistently remained the most important pillar to audiences across sectors, UK respondents for Retail valued this pillar by a much greater margin. Similarly, Vision was less relevant for Retail consumers than in any other sector.

Culture and Sustainability were viewed with the same importance as one another, while Performance was seen as only slightly more relevant by audiences. Notably, Conduct appeared in the top three pillars for UK audiences, which has been true across every sector we've analysed using the Reputation Methodology.

# How do UK audiences compare with those from the US?

US and UK markets were largely similar in their preferences – though UK consumers were notably more polarised in their preferences, while the US placed greater emphasis on Vision.



Products and Services were substantially more of a priority for UK consumers compared to US consumers.

Otherwise, the order of importance for the pillars was remarkably similar between the two markets – with a key point of contrast being that UK audiences prioritised Vision the least, while for US consumers, Sustainability was the least important.

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