

# REPUTATION BY CARMA: UK FMCG

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“This report highlights how media coverage can shape how UK consumers think about FMCG brands — but it’s not just about volume. When stories align with what people care about, like product quality or ethical conduct, that’s when reputation truly shifts.”

## Reputation by CARMA: Brand Benchmarks – FMCG

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.

Companies are scored against six core Reputational Pillars – Products & Services, Performance, Conduct, Culture, Vision, and Sustainability – to reveal what truly shapes brand perception. Over time, the Reputation Index 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 & Services was by far the most relevant pillar for UK consumers. UK consumers were also least engaged with FMCG brands' Vision and Performance.



Products and Services matter far more than any other pillar in shaping reputation among UK consumers. Corporate matters such as Performance and Vision matter less to UK consumers.

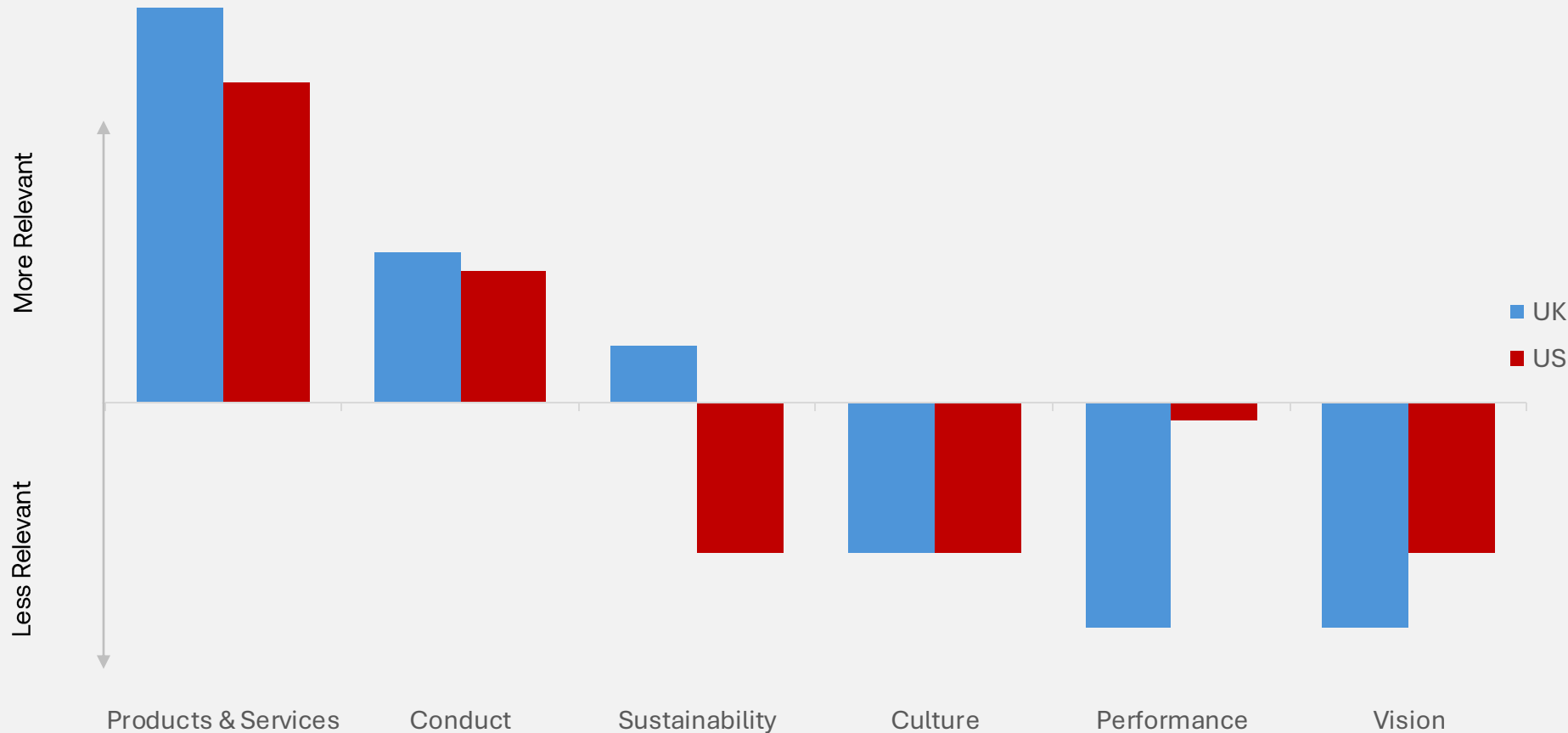
Conduct and Sustainability's prominence showcases the increasing impact of changing cultural values. Nearly half of 18-34-year-olds said these issues strongly influence how they see FMCG brands (48% and 44% respectively), compared with just 23% and 20% of those aged 55 and over.

Audience awareness reveals how brands may be able to change the record on consumer interest. For instance, across all five brands studied, an average of 24% of consumers said they knew nothing about their Culture.



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

Products & Services and Conduct matter most in both markets, but the rest varies, emphasising the need for localised comms.



While both markets placed substantial emphasis on products & services, this was the most important reputational pillar for UK consumers by a wider margin.

Conduct was also a significant factor in both markets. With brands being the most trusted institutions according to recent research from Edelman, this underlines the importance of how companies behave to consumers globally.

Sustainability saw substantial differences between markets, with US audiences ranking it among the pillars of the least importance.

Conversely, US audiences put much greater stock in a brand's performance than UK audiences.

Both markets viewed culture as equally unimportant to their opinion of an FMCG brand.

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