

REPUTATION BY CARMA: UK FMCG

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“This analysis shows that reputation moves when coverage resonates, not just when it multiplies. UK consumers reward FMCG brands whose stories land on what matters, quality, value and responsible conduct, across multiple channels.”

Reputation by CARMA: Brand Benchmarks – FMCG

Welcome to the newest 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

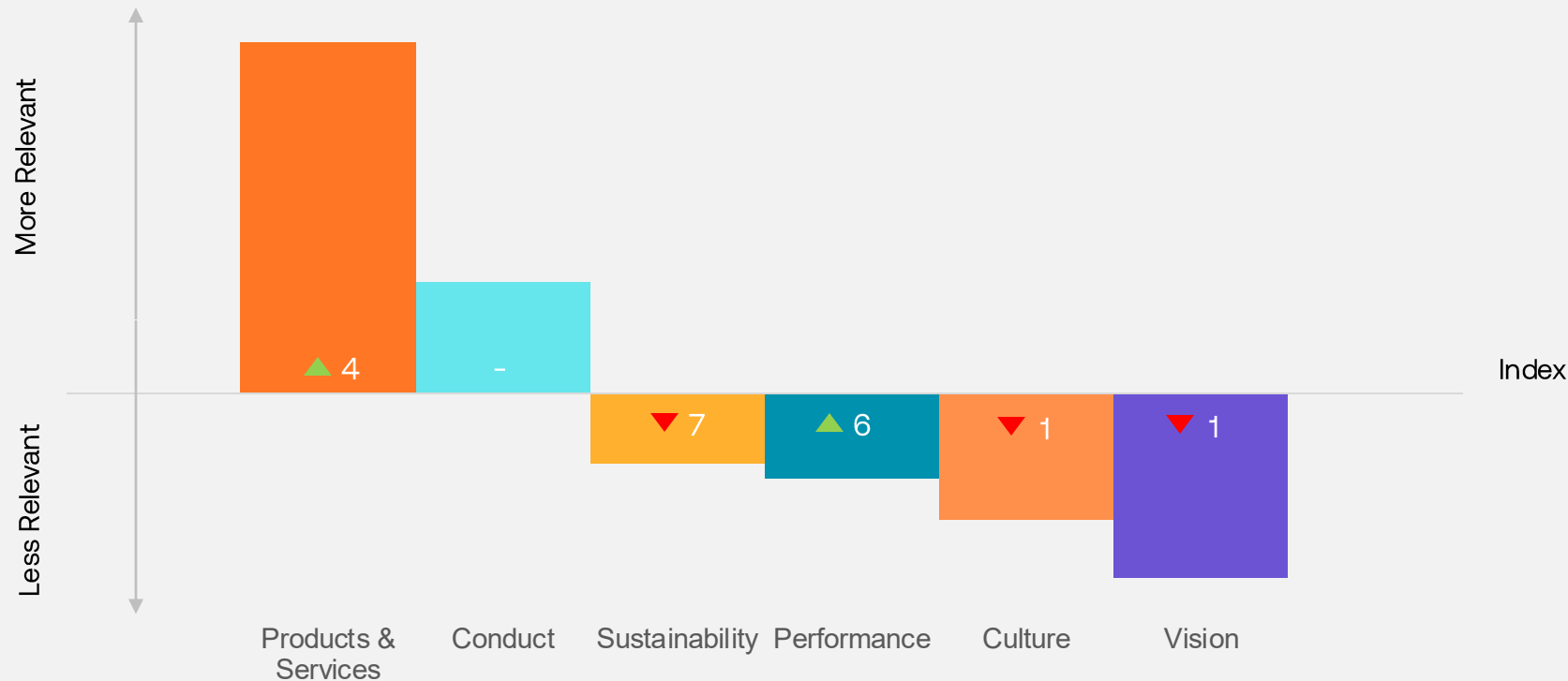


Vision

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

What matters more to UK audiences?

Product experience still drives brand trust among UK consumers whilst Vision and Culture struggle to connect.



Products & Services remained the most influential driver of reputation among UK audiences, far ahead of other pillars. Products and Services was also the pillar that led coverage for News Media.

Conduct retained its secondary position, reinforcing how ethics and behaviour continue to shape consumer perceptions.

Sustainability saw a sizeable decline in relevance whilst Performance saw an increase in relevancy, like Culture it continues to fail in Audience scores.

Vision remained the least influential pillar, highlighting that long-term brand ambition continues to feel distant from what matters most to consumers in the moment. Relatively low news volumes correlate with this result.

Arrow changes indicate comparisons to the previous reporting period.

Age breakdown by pillar



Younger audiences are more broadly engaged across all pillars, particularly around Products & Services, Sustainability and Culture, indicating more strength of feeling amongst the under 35s in particular.

Products & Services remained the most influential factor for all age groups, though its relevance declines slightly with age, indicating that older consumers place less weight on brand-led product narratives.

Generational divides were most evident in softer reputation areas like Culture and Vision where engagement drops sharply among older groups.

The charts show how different age groups vary in the percentage of people who are *significantly* influenced by each pillar.

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