



Fastest Growing Brands 2022

SPECIAL REPORT



Historic inflation kneecapped purchasing consideration, creating our slowest “Fastest Growing Brands” to date.

Inflation defined 2022, driving up the cost not only of shoppers’ go-to brands but also prices for the newfangled products that typically occupy consumers’ shopping carts throughout the year. Consumers were buying fewer of their favorites, and they weren’t really trying out new brands either.

For Morning Consult’s Fastest Growing Brands[®], which measures growth in purchasing consideration over 2022, this led to a list like no other year — **one of record-low purchasing consideration.**

We see more products with low price points populating the list this year, such as food & beverage items and cost-saving alternatives in several sectors. Also of note: **No brand won a spot on every generation’s list**, but two came close, and they really couldn’t be any more different — Meta and Crocs. Read on for our case studies on these brands and more.

KEY TAKEAWAYS FROM 2022'S FASTEST GROWING BRANDS



Fastest Growing
Brands 2022



Purchasing consideration plummeted in 2022.

The average purchasing consideration growth for brands included in our analysis was -1.37 percentage points, down from .44 in 2021 and .32 in 2020.



A big year for food and beverages.

Food & beverage brands such as Chobani and Häagen-Dazs decorated our list. Low price points meant these products saw bumps among price-conscious consumers.



No brand reached every generation.

In a shift from previous years, when at least one brand decorated every generational ranking, no brand made all four lists — though Crocs and Meta came close.



It was Crocs' moment.

Crocs' secret sauce, even among older consumers, is in iterating on trend-driven styles without alienating a core fan base attracted to the shoe's function and comfort.



Millennials showed the most lackluster growth.

Brands that made it onto the millennials' ranking had average growth of 3.8, far behind Gen Z adults' 6.9, Gen Xers' 6.6 and baby boomers' 5.2.



Zelle reached new older consumers.

Zelle showed growth among Gen X and baby boomers. Trust was a big component in older audiences' adoption of the payments platform.

WHAT IS FASTEST GROWING BRANDS?

Morning Consult's Fastest Growing Brands of 2022 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 2022.

In this report, we rank the top 20 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 purchasing consideration, even if it didn't translate to an immediate or direct increase in buying.

METHODOLOGY:

Morning Consult's Fastest Growing Brands rankings are determined by measuring growth in the share of consumers who said 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 foundation of this report.

Growth was determined by taking the share of consumers who said they were considering purchasing from the brand from **Oct. 1-31, 2022**, and subtracting the share who said the same from **Jan. 1-31, 2022**. The Fastest Growing Brands 2022 analysis was conducted among 1,689 brands.



A year of record-low purchasing consideration

Morning Consult Brand Intelligence tracks nearly 4,000 brands around the world, and nearly 2,000 in the United States. This year, we noticed something different about our data set: We were seeing record-low purchasing consideration among the 1,689 brands that were included in the 2022 Fastest Growing Brands analysis.

Average purchasing consideration growth sat at -1.37 this year, a decline from 2021's 0.44 and 2020's 0.32.

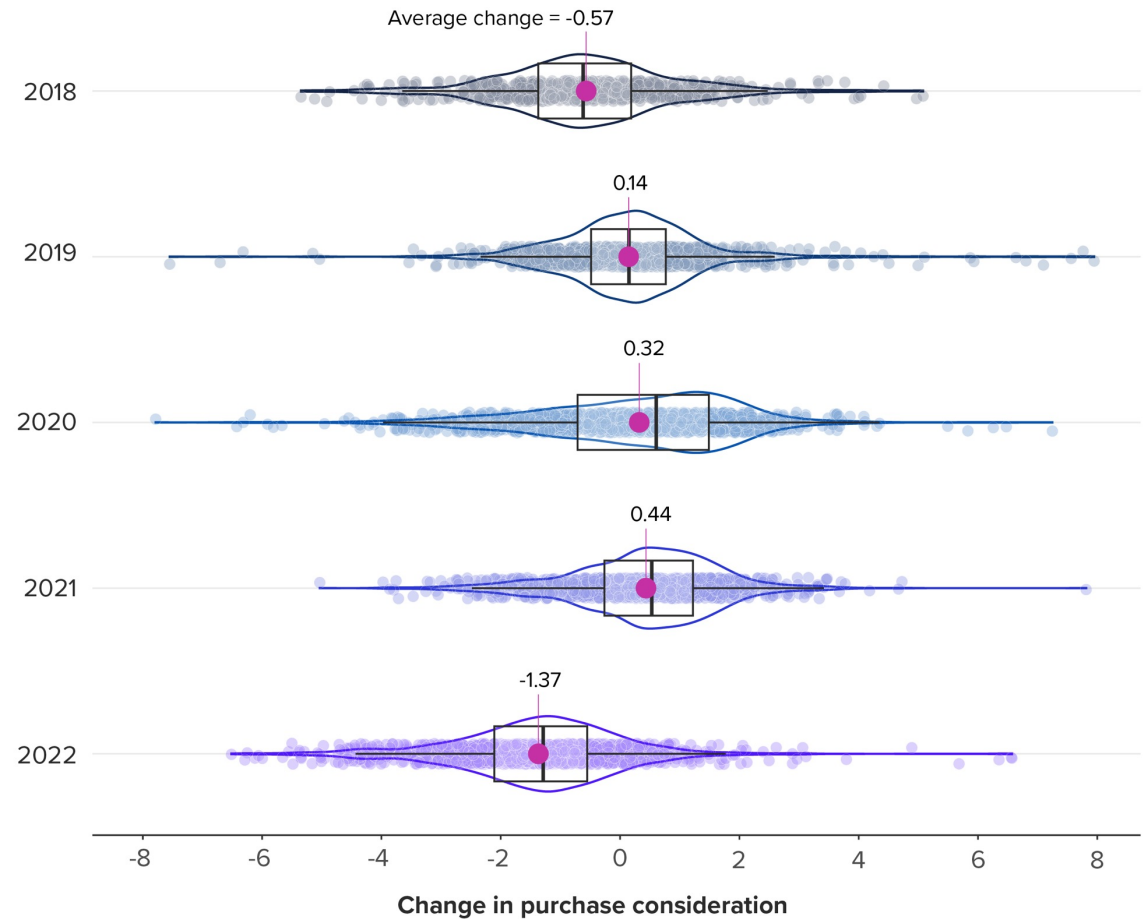
In years with positive purchasing consideration, change tended to be more “boom or bust”: Some brands did exceptionally well while others saw detrimental declines. We see this in 2019 and 2020 the most clearly. In years with negative purchasing consideration, such as this year, financial hardship hit nearly every brand, creating more of a uniform shift — unfortunately, in the negative direction for brands.

“Throughout the year, our high-frequency research pointed to consumers’ sluggish purchasing habits. The millions of responses gathered in Morning Consult Brand Intelligence were no different, showing early warning signs of just how abnormal of a year 2022 would be for brands’ growth.”

Joanna Piacenza,
Head of Industry Intelligence























Average change in purchasing consideration, by year



Source: Morning Consult Brand Intelligence



Fastest Growing Brands 2022: All U.S. adults

- | | | | | | | | |
|----|----------------------------------------------------------------------------------------|----|------------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|----|---------------------------------------------------------------------------------------|
| 1 |  Meta | 2 |  crocs™ | 3 |  | 4 |  |
| 5 |  | 6 |  | 7 |  | 8 |  |
| 9 |  | 10 |  | 11 |  | 12 |  |
| 13 |  | 14 |  | 15 |  | 16 |  |
| 17 |  | 18 |  | 19 |  | 20 |  |

“Purchase intent for Boost Mobile is up slightly this year, principally driven by lower-income households. Given the difficult economic environment, consumers are looking for savings on regular expenses, and Boost Mobile’s emphasis on pay-as-you-go and affordability is increasingly appealing to consumers.”

Jordan Marlatt,
Tech analyst























“It’s been a year of expansion for Chobani as the company continues its transition from a yogurt brand to a more comprehensive portfolio with oat milk, creamers and other new offerings. The investment in building up these new products has helped the core brand grow with consumers.”

Emily Moquin,
Food & Beverage analyst



Fastest Growing Brands 2022: Gen Z adults

- 1 
- 2 
- 3 
- 4 
- 5 
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- 7 
- 8 
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- 10 
- 11 
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- 14 
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- 16 
- 17 
- 18 
- 19 
- 20 

“Grand Theft Auto has retained relevance among younger crowds because new content is constantly added to its online game, which launched nearly a decade ago. The franchise also gained more relevance among Gen Zers in 2022 after it issued series re-releases for the latest PlayStation and Xbox consoles in March.”

Kevin Tran,
Media & Entertainment analyst



“For Gen Z travelers, short-term rentals have always been part of the accommodation consideration set. But with growing frustrations related to fees and tasks associated with Airbnbs, Marriott Homes & Villas presents a viable, lower-hassle alternative.”

Lindsey Roeschke,
Travel & Hospitality analyst



Fastest Growing Brands 2022: Millennials

- | | | | | | | | |
|----|--|----|--|----|--|----|--|
| 1 | | 2 | | 3 | | 4 | |
| 5 | | 6 | | 7 | | 8 | |
| 9 | | 10 | | 11 | | 12 | |
| 13 | | 14 | | 15 | | 16 | |
| 17 | | 18 | | 19 | | 20 | |

“Taken by itself, the wearables and accessories category within Apple could easily be in the top 1,000 companies globally by revenue. No small part of that category is AirPods. While purchase demand is principally driven by Gen Z consumers, some of the most significant growth in purchase intent this year (and even going back further) is driven by higher-earning millennial consumers.”

Jordan Marlatt,
Tech analyst













“Beats by Dre is a stronger brand for millennial men than women, with purchase consideration among men consistently higher. The brand's buzz was lagging among female millennials before the announcement of a collaboration with Kim Kardashian offered a needed boost.”

Claire Tassin,
Retail & E-Commerce analyst



Fastest Growing Brands 2022: Gen Xers

- | | | | | | | | |
|----|--------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------------------------------|
| 1 | SHEIN | 2 |  Meta | 3 |  boost mobile | 4 |  Doritos |
| 5 |  BACARDÍ | 6 |  | 7 |  AutoZone | 8 |  Krispy Kreme DOUGHNUTS |
| 9 |  | 10 |  | 11 |  zelle | 12 |  |
| 13 |  california pizza kitchen | 14 | crocs™ | 15 |  SMUCKER'S
EST 1897 | 16 |  S.PELLEGRINO |
| 17 | LOUIS VUITTON | 18 |  CareerBuilder® | 19 |  3 Musketeers | 20 |  Miller HIGH LIFE |

“Shein's popularity with Gen Xers is largely led by those with kids in the household, indicating that it's really Xers' Gen Z children who are driving up the brands' awareness and purchase consideration among Gen X. However, consideration among non-parents is growing as well, albeit to a lesser degree. The appeal of the fast fashion giant is growing amid consumers' inflation-driven financial pressure.”

Claire Tassin,
Retail & E-Commerce analyst



“The food & beverage category tends to do well in economically tense times, which means this year Gen Xers are responding positively to efforts from a number of brands in the category. What's more, our data shows Gen Xers' healthy eating intentions are waning under the weight of inflation.”

Emily Moquin,
Food & Beverage analyst



Fastest Growing Brands 2022: Baby boomers

1 

2 

3 



5



6



7


Greek Yogurt

8



9



10 

11



12



13



14



15



16



17



18



19



20



“Online travel agents have ramped up ad spending to reach a wider audience since the pandemic. Booking.com ran its first Super Bowl ad in 2022 and is enjoying increased awareness and consideration among baby boomers, who appreciate a one-stop shop for online travel planning.”

Lindsey Roeschke,
Travel & Hospitality analyst



“Younger consumers are the heaviest streamers, but our data still shows that over 70% of boomers used YouTube at least once in October. So it makes sense that baby boomers would be interacting more with Shorts as YouTube creators that appeal to older demos experiment more heavily with bite-size videos.”

Kevin Tran,
Media & Entertainment analyst





CASE STUDY: META

By Jordan Marlatt

Meta is the fastest-growing brand of 2022, and while the new brand’s quick rise in public awareness piggybacks off the Facebook name, its new mission sets it apart.

Meta being the fastest-growing brand of 2022 is interesting for several reasons, not least of which is that it’s a rebrand — we’re not witnessing the meteoric rise of a new company so much as we’re seeing a new brand expediently catch up to the universally recognized brand name that is Facebook.

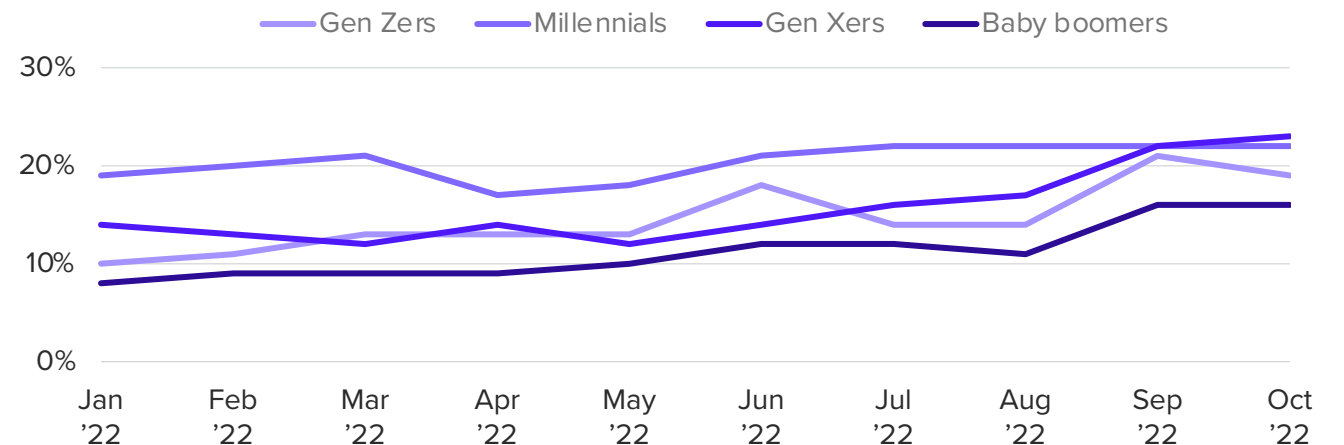
Along with the growth of Meta’s brand recognition over the course of the year, we’re also seeing increased purchase intent over time. Meta is not only the fastest-growing brand among all U.S. adults on this metric, but it landed at No. 2 for Gen Xers and baby boomers, and at a respectable No. 11 among millennials, who already had the highest purchasing consideration at the beginning of the year.

Growth among Gen Zers was also respectable, but sample size constraints prevented us from featuring the brand in that group’s ranking.

The Meta brand faces strong headwinds: In one part, it needs to shed the unfavorable brand impressions of its former self, Facebook, whose reputation was irreparably damaged following the Cambridge Analytica scandal. In another, Meta CEO Mark Zuckerberg is a universally known — but not universally loved — CEO whose reputation could also weigh the brand down.

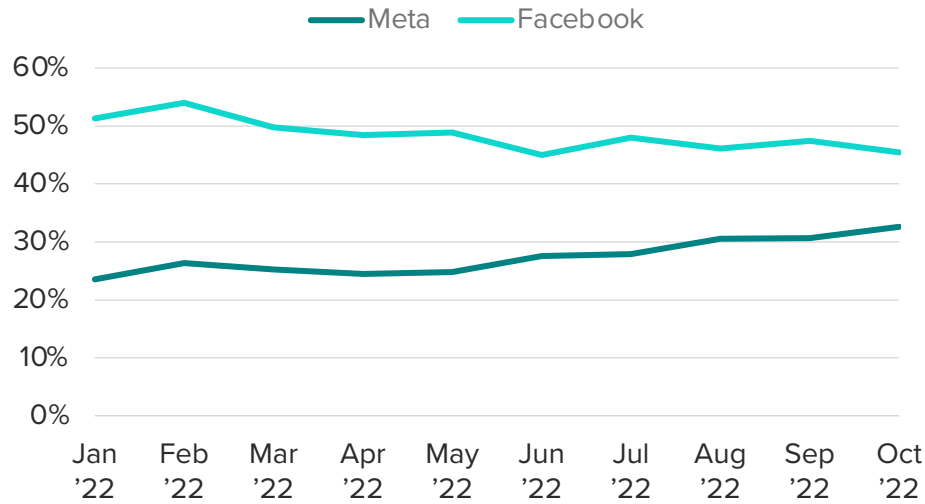
The fact that purchase intent is rising so quickly across generations is a promising sign for the company as it attempts to move on from its past.

Meta total purchasing consideration, by generation

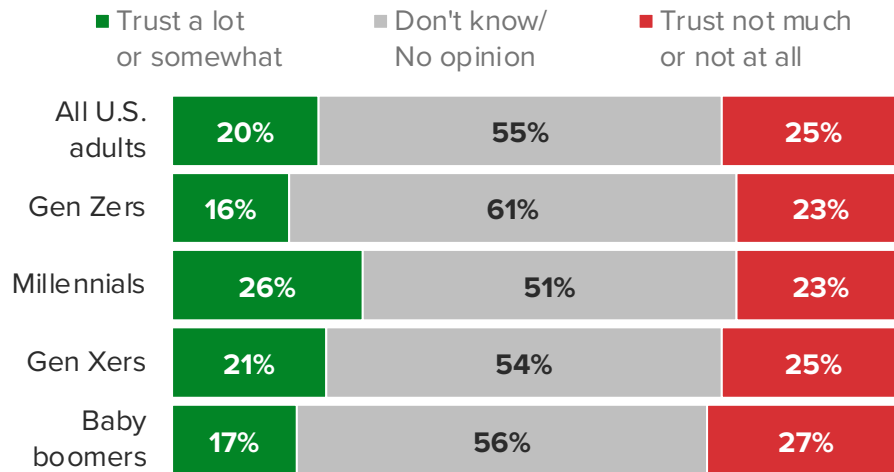


Source: Morning Consult Brand Intelligence

Total buzz among U.S. adults



Trust in Meta in 2022



Source: Morning Consult Brand Intelligence

In what might be a slightly controversial take, Facebook’s rebrand to Meta is proving to be, in many ways, a success. To be sure, Meta’s net favorability rating is +3 points, far below the +26 of Facebook, but it’s steadily on the rise. People are also increasingly hearing more about Meta since the beginning of the year, and less about Facebook. And that’s the point. In October 2021, the conversation around Facebook was the consistent — and valid — drumbeat over privacy concerns. Now, while not always positive, the conversation surrounding Meta is about the value of investing in a moonshot idea such as the metaverse. That moonshot is a huge gamble, of course, and could fall flat on its face, but if done right it could genuinely change the way we interact with the world.

To move beyond its former self, Meta will need to avoid the same litany of public opinion disasters that Facebook experienced. Most recently, Meta laid off roughly 13% of its staff, or 11,000 workers, some of the most substantial layoffs in tech yet. However, this news seems to be eclipsed by the drama of Elon Musk’s takeover at Twitter, and thus far Meta has been spared declines in trust or favorability.

Ultimately, trust in Meta will be key to its success. So far this year, trust in Meta is strongest among millennials, and weakest among Gen Z adults. To push its vision for the future, Meta will need to convince the youngest generation to buy in. One area where Meta must build trust relates back to data privacy concerns. A [Morning Consult analysis](#) from earlier in the year found that 79% of adults were concerned about misuse of personal data when it comes to the metaverse.

The opportunity for Meta ties back to its ranking as 2022’s fastest-growing brand. While growing, it is not grown yet, and with most adults — including most Gen Zers — still undecided on whether Meta has earned their trust, the company still has room to grow.



CASE STUDY: CROCS

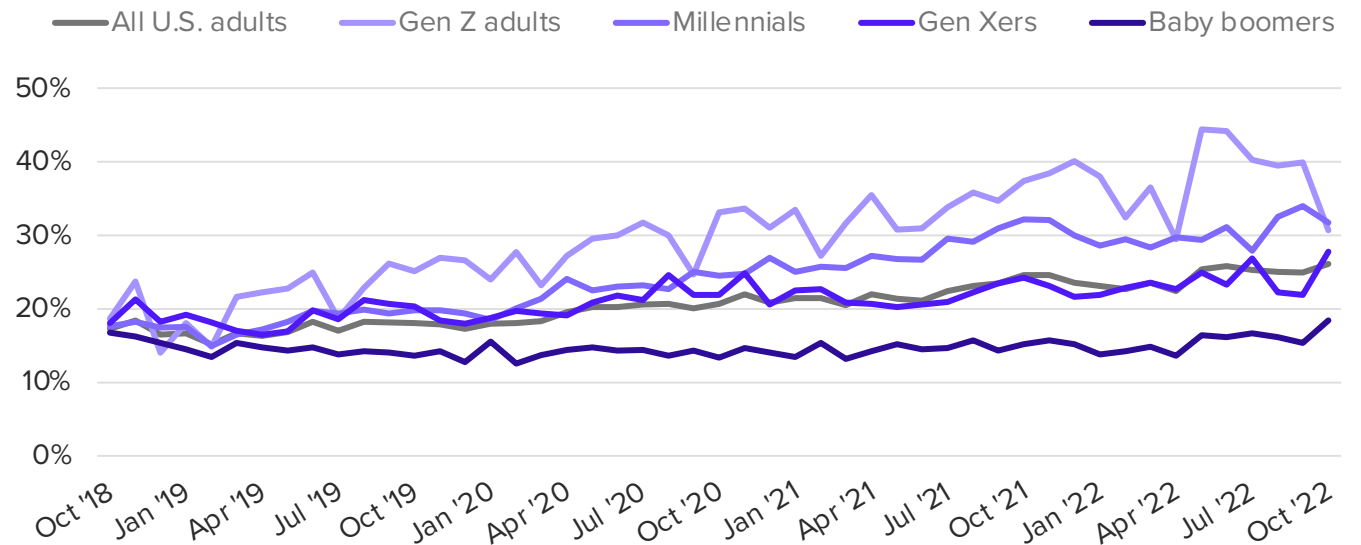
By Claire Tassin

Crocs were undeniably trendy in 2022, but the company's current moment is backed by years of steady growth in purchasing consideration across generations.

No longer just your aunt's favorite gardening shoe, Crocs takes the No. 2 spot on this year's overall Fastest Growing Brands list. It's also a fastest-growing brand for each generation except for Gen Z — and that's just because the shoes are already so popular with young adults. This is the second year in a row that the shoe brand has appeared on the millennial list: In 2021, it took 16th place.

Crocs won out on multigenerational growth in purchasing consideration by speaking to brand fans' uniqueness and creativity. It offers customization options via Jibbitz charms, and opportunities for self-expression via brand and celebrity collaborations. This is reflected in Crocs' consumer base: Those who say they pride themselves on their creativity tend to show higher purchasing consideration for the Colorado-based footwear brand.

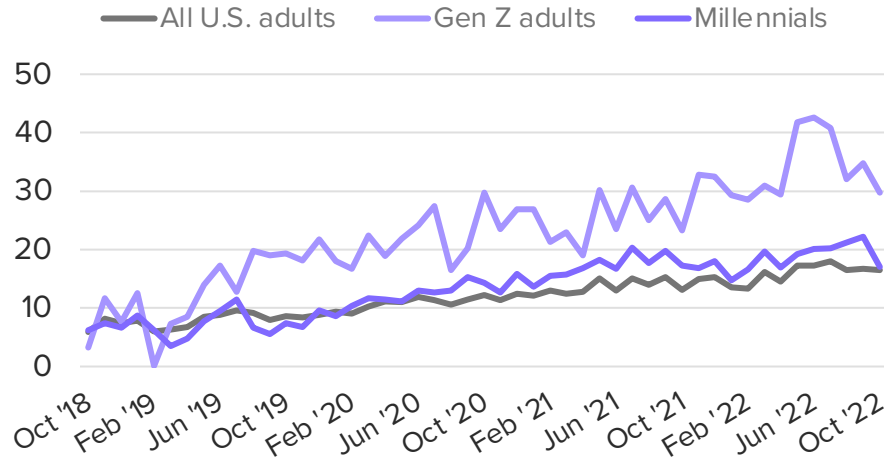
Crocs' total purchasing consideration, by audience



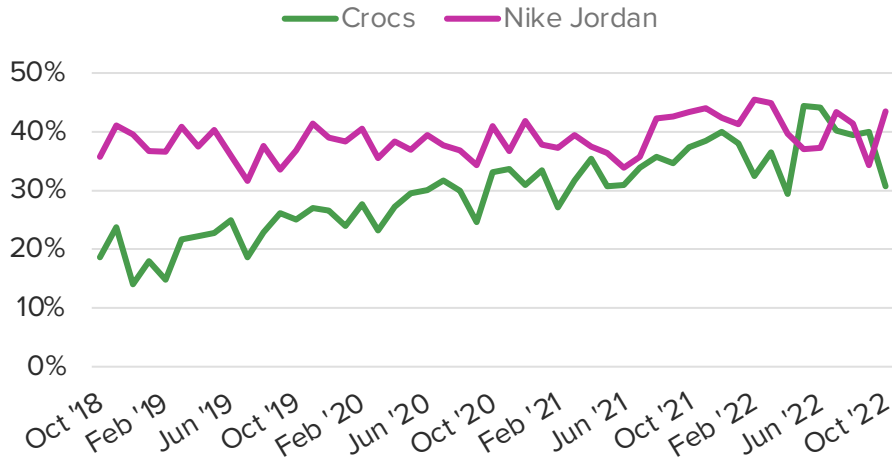
Source: Morning Consult Brand Intelligence



Net buzz, by audience



Total considering by brand, among Gen Z adults



Crocs' leaders [attribute](#) the company's success to a turnaround plan that began six years ago and focused on key consumer audiences, capturing both trend-driven shoppers who attach to the brand's collaborations and those that appreciate the core product. The splashy collaborations range from Hidden Valley Ranch to Justin Bieber. Furthermore, a strong social media presence helps potential customers overcome styling challenges of these nontraditional shoes. These combined efforts help to keep brand buzz consistently high, particularly among Gen Z adults.

Unlike many brands targeting young shoppers that emphasize digital direct-to-consumer experiences, Crocs' retail strategy appears to be as omnipresent as possible, including an Amazon.com brand store and many retailer partnerships in addition to its own direct business. Crocs are also omnipresent in the resale market, with some styles selling for several times over their retail value.

When compared to Nike Jordan, a classic footwear brand with similar widespread appeal (albeit stronger net favorability), the Crocs story really shines. Crocs trailed Jordans in purchasing consideration among Gen Z adults for years until May 2022, when Crocs shifted into sport mode and briefly surpassed the basketball brand. This trend holds for all U.S. adults, though Crocs have been consistently higher in purchasing consideration than Jordans for baby boomers.

The Crocs secret sauce lies in iterating on trend-driven styles and accessory options without alienating a core fan base attracted to the shoe's function and comfort.

Source: Morning Consult Brand Intelligence



CASE STUDY: BREEZE AIRWAYS

By Lindsey Roeschke

During an economic downturn, Breeze Airways is emerging as a new contender in low-cost air travel.

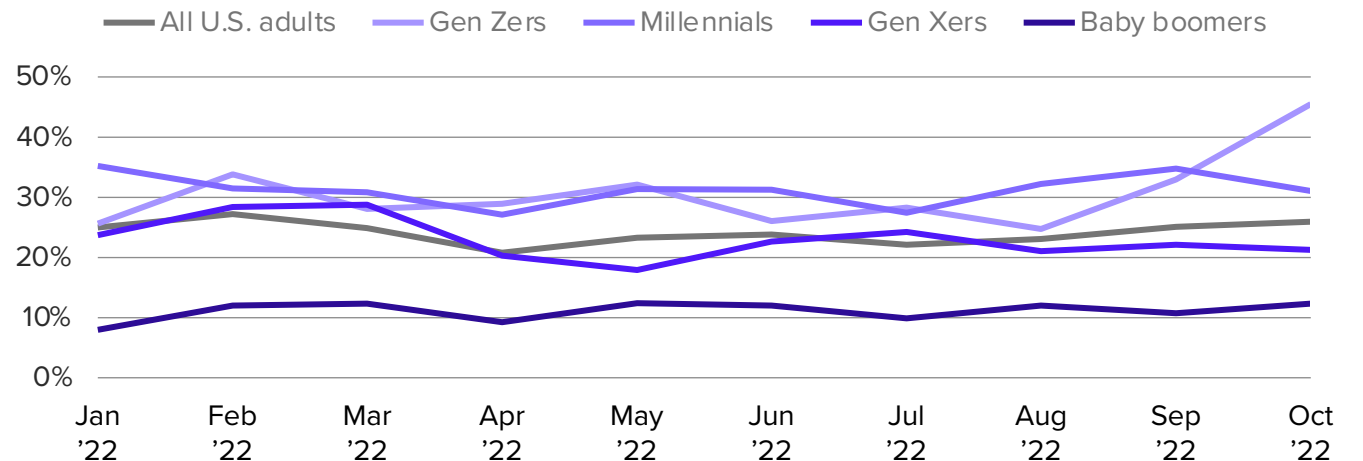
Breeze Airways launched in 2021 as a new option for low-cost air travel stateside. With record inflation forcing travelers to cut back in 2022, the brand experienced notable growth in purchasing consideration. Much of that growth has been driven by Gen Zers: Since the beginning of 2022, purchasing consideration among this group has increased by 19 points.

That same increase did not occur for other low-cost carriers, suggesting that price is not the only factor — Breeze is differentiating to Gen Zers in other ways. One feature that may be catching their eye? The brand’s flexible booking policies.

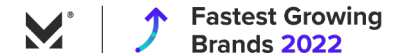
This generation started to build their travel habits in the context of the COVID-19 pandemic; they’re aware that plans often change at the last minute and appreciate a company that won’t charge them to do so.

The increase in consideration with this group represents a big opportunity for Breeze. Gen Zers are relatively new to the travel category, having just started to gain purchasing power of their own in recent years. This means they’re unlikely to have established loyalty with a particular airline yet, opening the door for Breeze to be their carrier of choice for the long haul.

Shares of respondents who are aware of Breeze Airways and said they would consider purchasing from the brand



Source: Morning Consult Brand Intelligence



Low-cost air travel has not traditionally been a crowded category in the United States. A few players (Frontier Airlines, JetBlue Airways and Spirit Airlines) have been the dominant names. With two of those brands — Spirit and JetBlue — planning to join forces, the category is likely to shift in the coming months and years.

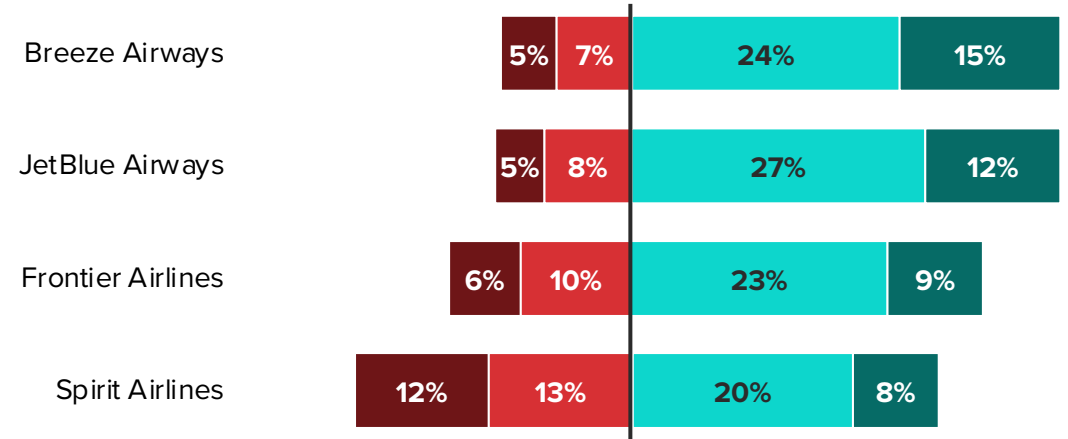
Breeze is poised to capitalize on a combination of travelers’ price sensitivity in tough economic times and any potential fallout from JetBlue’s acquisition of Spirit. Among those aware of the airlines, Breeze currently enjoys a higher share of “very favorable” views than both brands — particularly Spirit.

But as a new entrant to the category, Breeze faces awareness challenges. Less than a third of U.S. adults are aware of the brand, compared to around 3 in 4 for Spirit, Frontier and JetBlue. Despite growing consideration among Gen Zers, awareness levels are highest with millennials — 41% say they have heard of Breeze, compared with 36% of Gen Zers, 33% of Gen Xers and only 23% of baby boomers.

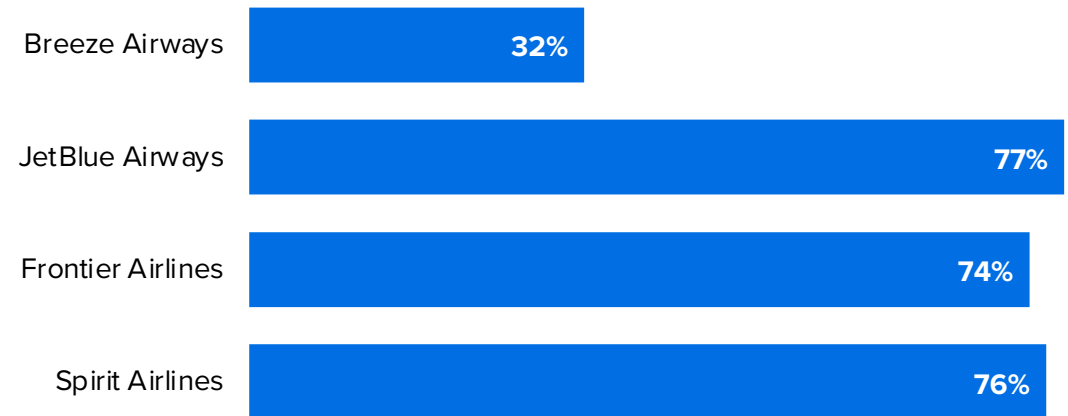
Breeze Airways also serves fewer markets than other carriers at the moment, so widespread awareness may not be quite as important as loyalty among those who live in the company’s target areas. However, the brand is set to grow as it prepares to launch multiple new routes, including from new cities, this winter.

Favorability among respondents who are aware of the following airline brands:

■ Very unfavorable ■ Somewhat unfavorable ■ Somewhat favorable ■ Very favorable



Share of U.S. adults who are aware of the following airline brands:



Source: Morning Consult Brand Intelligence





CASE STUDY: DIGIORNO PIZZA

By Emily Moquin

Amid ongoing inflation, DiGiorno's "not delivery" message wins with millennials.

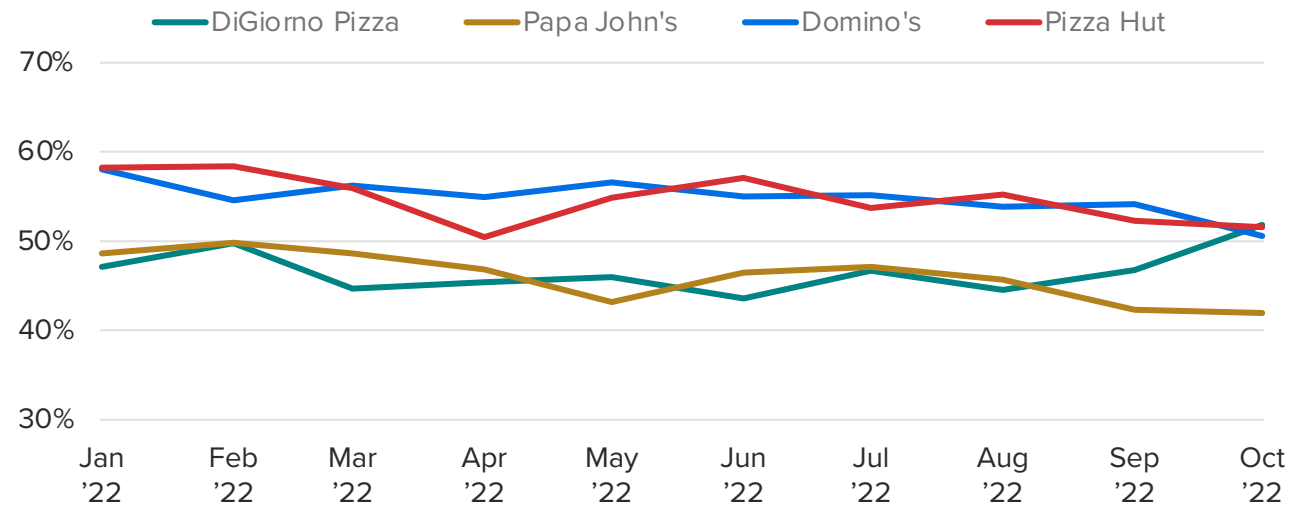
The Nestle-owned frozen pizza brand ranks as the third fastest-growing brand with millennials in Morning Consult's Brand Intelligence database this year — no small feat for a brand that was already achieving nearly 50% purchasing consideration at the beginning of the year.

With persistently high food inflation leading to [changing consumer behaviors](#), DiGiorno's positioning as an alternative to restaurant pizza with the tagline, "It's not delivery, it's DiGiorno," is delivering results this year.

DiGiorno's growth in purchasing consideration among millennials coincides with declines in purchasing consideration for some of the biggest pizza delivery players — Domino's, Papa John's and Pizza Hut.

Frozen pizzas may cost more than other groceries that consumers could use to make meals from scratch, but when positioned against the pizza delivery market, DiGiorno provides value for [financially strapped millennials](#).

Share of millennials who said they would consider purchasing each brand

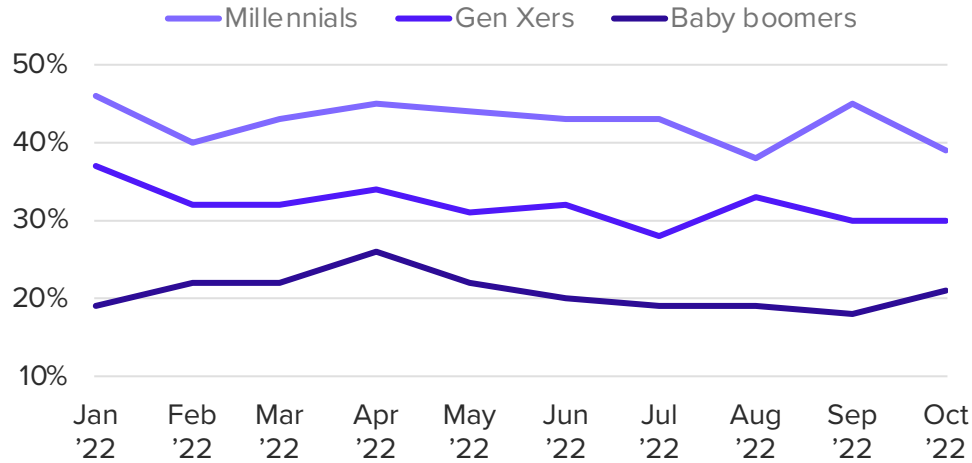


Source: Morning Consult Brand Intelligence



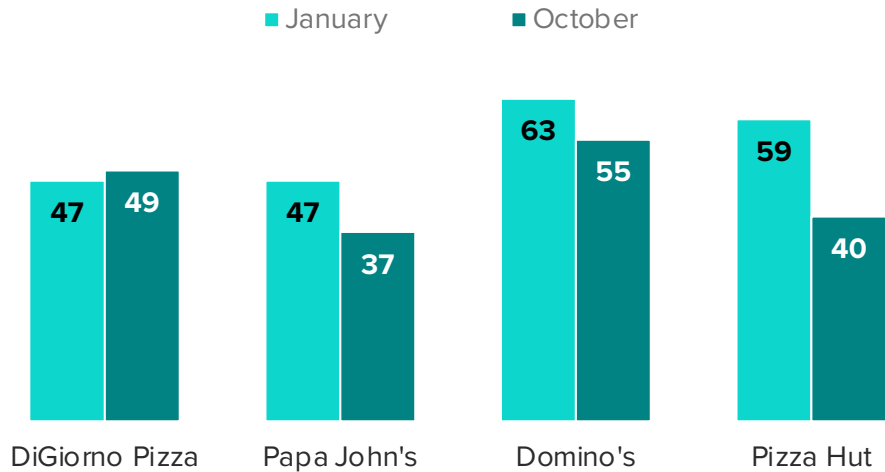
Fastest Growing Brands 2022

Shares who said they ordered takeout or delivery at least once a week



Source: Morning Consult Research Intelligence

Net value of each brand among millennials



Source: Morning Consult Brand Intelligence

It's not just pizza delivery that millennials are cutting back on — the generation is pulling back from ordering for pickup or delivery from restaurants in general due to inflationary pressures.

In October, a majority (58%) of millennials said they changed their eating and drinking behaviors due to inflation. As the generation that spends the most on restaurants, millennials stand to save the most by decreasing their frequency of purchasing meals from restaurants. The share of millennials saying they've ordered takeout or delivery at least weekly has declined 7 points since January 2022. This change in behavior is disproportionately impacting pizza, the most frequently ordered food for delivery.

Millennials who are pulling back on delivery and takeout orders don't necessarily have any more time to spare for at-home cooking. Enter DiGiorno. The brand offers millennials the benefit of saving **time** compared with other options from the grocery store, and saving **money** compared with fast-food pizza competitors.

Inflation will play a large part in determining how long DiGiorno continues on this growth trajectory, but regardless of what happens with the economy in 2023, the brand may be building long-term “not delivery” habits with millennials.



CASE STUDY: ZELLE

By Meg Bond

Zelle’s stance as the “safest” and “easiest” way to send money connects with older generations.

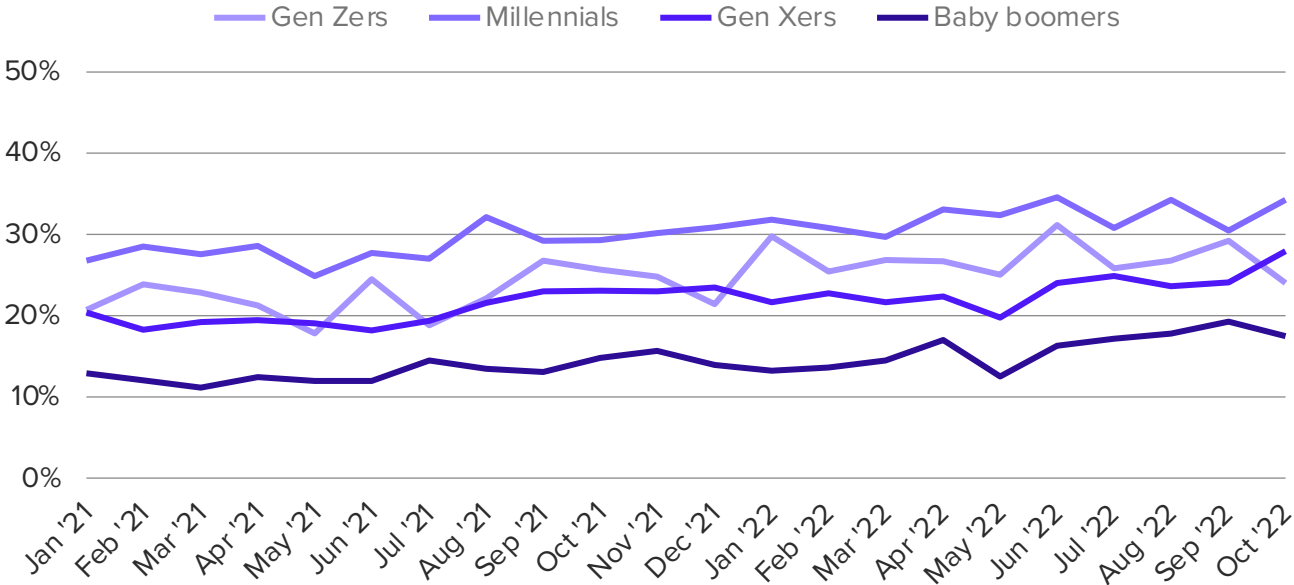
Peer-to-peer payment networks such as Venmo, Cash App and Zelle saw tremendous growth during the pandemic and have only continued to increase in popularity.

Gen Zers and millennials have been the most common users of peer-to-peer payment networks — mostly favoring Venmo and Cash App.

Cue 2022. As more Gen Xers and baby boomers have entered the scene, they’ve gravitated toward a different brand: Zelle.

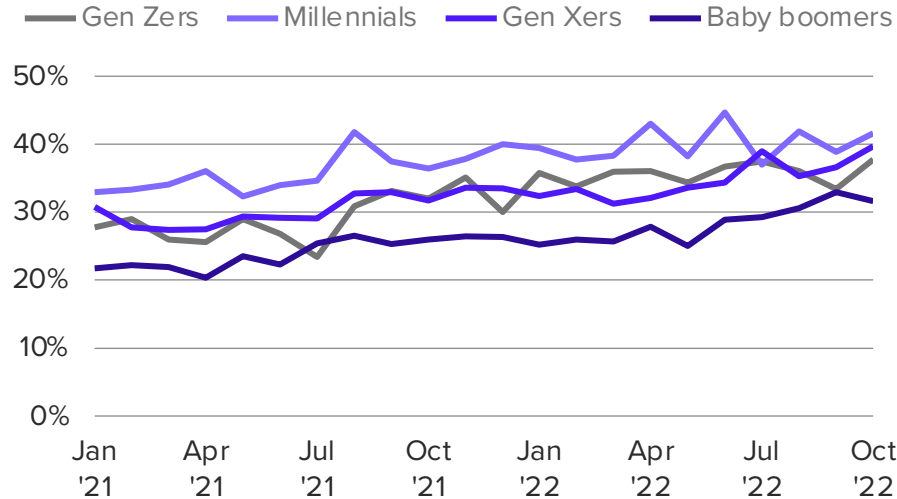
Zelle, which was originally owned and operated by Bank of America, JPMorgan Chase and Wells Fargo, saw a 6-point increase in purchasing consideration among Gen Xers and a 4-point increase among baby boomers this year.

Shares of respondents who said they would consider purchasing from Zelle

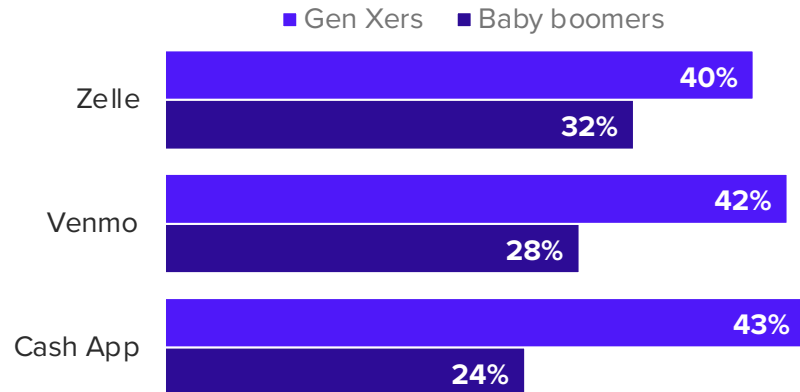


Source: Morning Consult Brand Intelligence

Shares of respondents who said they trust Zelle



Shares of respondents who said they trust the following digital payment networks:



Source: Morning Consult Brand Intelligence

With strongholds in the market, Zelle’s differentiator is the ease and security it can provide for more hesitant, late adopters of peer-to-peer payment networks. The brand has leaned into its relationship with major banking institutions to provide older generations with a frictionless way to use its services.

- **Ease:** Zelle is already integrated into major banks’ mobile apps, allowing users to start sending money right away — no need to download and set up another application.
- **Security:** Since the bank is already protecting their financial information, users can avoid sharing sensitive information with another third-party business

Zelle’s position in the market is clearly persuasive as older generations’ trust of the brand saw notable increases this year as well. The peer-to-peer payment network saw a 7-point rise among Gen Xers and a 6-point rise among baby boomers this year — likely contributing to their increase in usage.

This growth has made Zelle the top-performing peer-to-peer payment app among baby boomers and a strong challenger to Venmo and Cash App among Gen Xers, showcasing the strength of this brand proposition to older generations within the financial services space.

However, [recent news coverage](#) about fraudulent payments on Zelle may deteriorate older generations’ newfound trust in the brand. Zelle will need to bolster perceptions of its key differentiators to maintain its position in the market and avoid older generations’ turning to competitors or exiting the market completely.

ROKU



CASE STUDY: ROKU

By Kevin Tran

Roku has no doubt benefited from the shift to low-cost, ad-supported streaming and will continue to gain if current economic conditions persist.

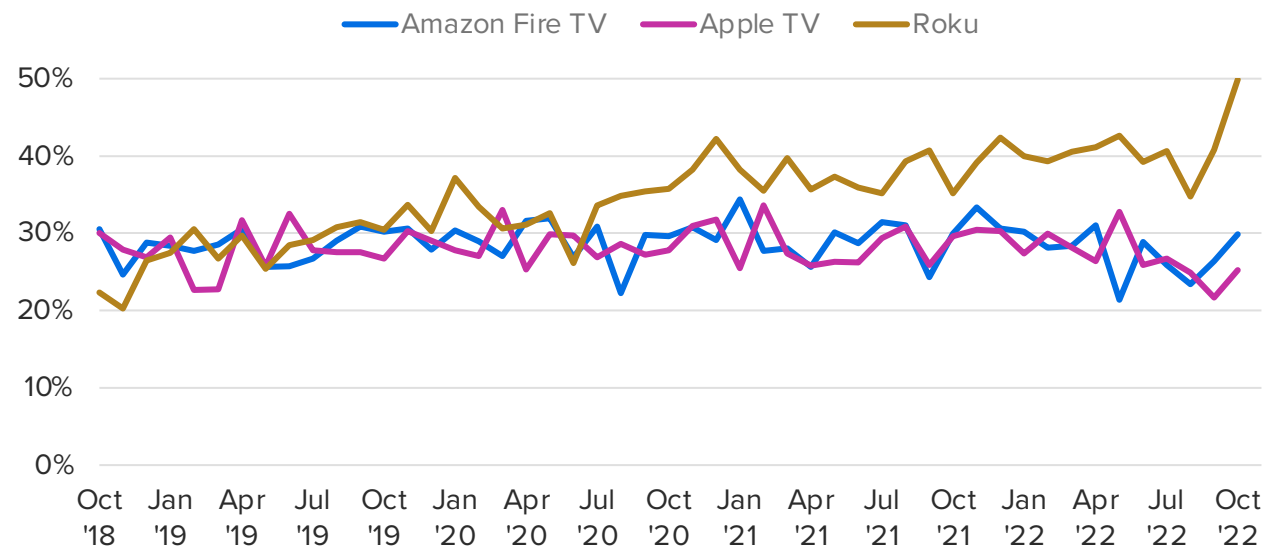
Over the past year, we've seen more consumers seek inexpensive ad-supported streaming options amid inflationary pressures and worsening subscription fatigue. Gen Z in particular has been sensitive to these economic conditions, given their low spending power relative to that of their older counterparts.

So it makes sense that Roku would be the fastest growing brand among Gen Zers — it's in a prime position to capitalize on cost-conscious

consumers with its low-cost streaming products and compelling free ad-supported streaming TV service, The Roku Channel.

While other manufacturers offer low-cost streaming devices, Roku is differentiated in the marketplace because it offers the widest selection of streaming apps and is commonly the top recommended hardware maker on streaming device purchasing guides.

Share of Gen Z adults who said they would consider purchasing each

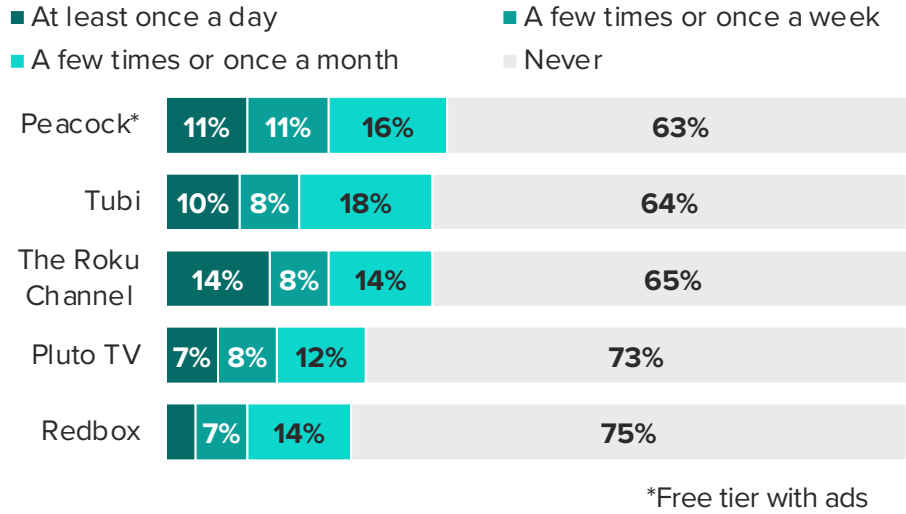


Source: Morning Consult Brand Intelligence

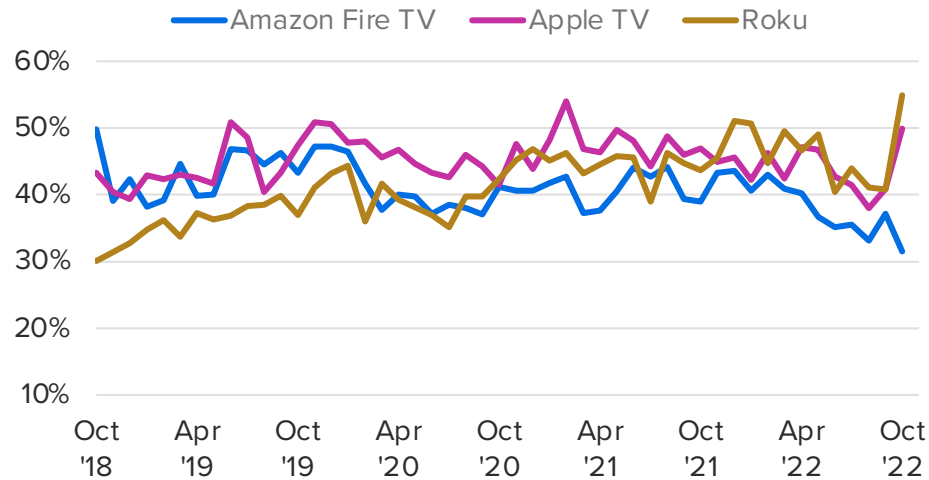


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Gen Z usage of FAST services in October



Total buzz of each among of Gen Z adults



Source: Morning Consult Brand Intelligence

Of the major connected TV device makers, Roku maintains its edge over competitors like Amazon and Apple with The Roku Channel, which isn't yet a leading FAST service by usage among Gen Zers. But The Roku's Channel is steadily rising in importance among Gen Zers over competitors like Redbox, which is known for its kiosk business but launched a FAST service in 2020.

Roku has invested heavily in winning over viewers through original programming. The Roku Channel debuted its first slate of originals in May 2021 — titles acquired from the now-defunct streamer Quibi — and made a bigger push this fall when it debuted a slate of horror originals in October. It also released its boldest original yet with its Weird Al biopic starring Daniel Radcliffe in November. Its originals appear to be resonating with younger viewers, as Gen Zers were more likely to use The Roku Channel on a weekly basis than top competitors in October.

The hardware giant can make further inroads with Gen Z by leaning more into the horror genre — additional Morning Consult research shows that aside from comedy, horror was Gen Z adults' favorite TV genre.

Ease of access to The Roku Channel has likely already grown as a Roku selling point among younger consumers following the FAST service's 2017 launch. The Roku Channel is accessible through non-Roku hardware such as certain smart TVs and Fire TV devices, though it is not available on Apple TVs. So it stands to reason that some who are in the market for a new connected TV device would opt for Roku rather than Apple, since the former allows access to apps like the Roku Channel and typically offers new hardware at much lower prices than the latter.

Full rankings: All U.S. adults

Growth was determined by taking the share of consumers who said they were considering purchasing from the brand from **Oct. 1-31, 2022**, and subtracting the share who said the same from **Jan. 1-31, 2022**. The Fastest Growing Brands 2022 analysis was conducted among 1,689 brands.

RANK	MCBI BRAND	JAN 2022	OCT 2022	GROWTH
1	Meta	12.8	19.3	6.5
2	Crocs	23.1	26.1	3.0
3	Beats by Dre	18.9	21.8	2.9
4	STÖK Cold Brew	7.2*	10.0	2.8
5	Milwaukee Tool	14.3*	17.1	2.8
6	Zelle	22.8	25.4	2.7
7	Adobe	28.4	30.9	2.5
8	Great Value Cream Cheese	30.9*	33.4	2.5
9	Gatorade Fit	18.3*	20.7	2.4
10	Office Depot	35.3	37.7	2.4
11	Chobani Yogurt	35.3*	37.7	2.4
12	T-Mobile	29.6	31.9	2.4
13	CELSIUS Fitness Drinks	5.8*	8.1	2.3
14	Google Sheets	17.1*	19.2	2.1
15	Major League Baseball	24.7	26.8	2.1
16	Chobani	31.3	33.2	1.9
17	Häagen-Dazs	38.3	40.2	1.9
18	Frito-Lay	57.8	59.7	1.9
19	Boost Mobile	13.2	15.1	1.9
20	Four Loko	8.2	10.1	1.8

*Tracking began after January 2022



Full rankings: Gen Z and millennials

GEN Z

RANK	MCBI BRAND	JAN 2022	OCT 2022	GROWTH
1	Roku	39.8	49.9	10.1
2	Grand Theft Auto	34.0	42.1	8.1
3	Beats by Dre	25.2	33.0	7.7
4	GHOST Energy	5.6*	13.3	7.6
5	Discord	22.5*	30.1	7.6
6	T-Mobile	29.3	36.7	7.4
7	Breeze Airways	9.9	17.1	7.2
8	Gaylord Hotels	5.4*	12.3	6.9
9	Google Sheets	25.9*	32.7	6.8
10	Capsule Pharmacy	4.3*	10.7	6.5
11	JW Marriott	9.3	15.7	6.4
12	Hinge	6.4	12.7	6.3
13	Homes & Villas by Marriott International	6.9*	13.2	6.3
14	Samsung Galaxy Watch	14.4*	20.6	6.2
15	Heinz	42.6	48.8	6.2
16	Marathon Oil	10.1	16.3	6.1
17	Amazon Care	17.7	23.8	6.1
18	Citi	11.2	17.2	6.0
19	Bank of America Corp.	20.9	26.7	5.8
20	UCLA	11.2	16.9	5.7

MILLENNIALS

MCBI BRAND	JAN 2022	OCT 2022	GROWTH
STōK Cold Brew	11.1*	16.7	5.5
Gatorade Fit	24.7*	29.6	4.9
DiGiorno Pizza	47.1	51.8	4.8
DEWALT	29.2*	33.9	4.7
Captain Morgan Rum	27.4	32.1	4.7
WD-40	42.1*	46.7	4.6
Frito-Lay	56.4	60.8	4.3
CELSIUS Fitness Drinks	11.1*	14.8	3.7
Live Nation	16.8	20.5	3.7
Kraft Barbecue Sauce	35.4*	39.0	3.7
Meta	18.7	22.3	3.6
Perrier	19.5	22.8	3.2
Michelob Ultra	24.0	27.2	3.1
Magnum Ice Cream	30.4*	33.5	3.0
Crocs	28.7	31.7	3.0
Apple AirPods	35.0	38.0	3.0
Microsoft Excel	39.6*	42.6	3.0
InterContinental Hotels & Resorts	11.4*	14.3	3.0
ViX	6.7*	9.6	2.9
Beats by Dre	31.8	34.7	2.9

*Tracking began after January 2022



Full rankings: Gen X and baby boomers

GEN X

RANK	MCBI BRAND	JAN 2022	OCT 2022	GROWTH
1	SHEIN	9.3	18.6	9.3
2	Meta	13.5	22.5	9.0
3	Boost Mobile	12.1	20.4	8.3
4	Doritos	64.1	72.2	8.2
5	Bacardi	24.4	31.6	7.2
6	Google Docs	26.1*	32.8	6.7
7	AutoZone	45.1	51.7	6.5
8	Krispy Kreme	47.2	53.7	6.5
9	Milwaukee Tool	13.9*	20.3	6.4
10	Google Sheets	15.4*	21.8	6.4
11	Zelle	21.7	27.9	6.3
12	Microsoft Excel	32.2*	38.4	6.2
13	California Pizza Kitchen	20.5	26.7	6.1
14	Crocs	21.8	27.8	6.0
15	Smucker's	54.6	60.3	5.8
16	S. Pellegrino	13.3	19.0	5.7
17	Louis Vuitton	14.1	19.8	5.6
18	CareerBuilder	15.6	21.0	5.4
19	3 Musketeers	42.2	47.5	5.3
20	Miller High Life	16.1	21.4	5.3

BABY BOOMERS

MCBI BRAND	JAN 2022	OCT 2022	GROWTH
T-Mobile	21.0	28.6	7.6
Meta	8.3	15.7	7.3
Booking.com	9.0	15.4	6.4
Microsoft Outlook	30.1	35.9	5.8
Great Value Cream Cheese	24.5*	30.0	5.5
Dr Pepper	35.7	41.1	5.4
Chobani Yogurt	34.0*	39.2	5.3
Office Depot	31.4	36.7	5.3
Apple	34.4	39.5	5.1
Xfinity	17.7	22.6	4.9
YouTube Shorts	9.4	14.2	4.9
The Coca-Cola Co.	49.3	54.1	4.8
Cheerios	57.2	61.9	4.7
Crocs	13.8	18.4	4.6
Yoplait	38.7	43.2	4.5
American Red Cross	31.8	36.3	4.5
Microsoft Start	5.9	10.4	4.5
Skechers	40.1	44.6	4.5
Bisquick	45.5	49.9	4.4
Zelle	13.2	17.5	4.3

*Tracking began after January 2022



FULL METHODOLOGY



Fastest Growing
Brands 2022

Morning Consult's Fastest Growing Brands rankings are 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 foundation of this report.

Growth was determined by taking the share of consumers who said they were considering purchasing from the brand **from Oct. 1-31, 2022**, and subtracting the share who said the same from **Jan. 1-31, 2022**. The Fastest Growing Brands 2022 analysis was conducted among **1,689** brands. Sample sizes ranged from 200 to 27,398 responses collected among U.S. adults, with respective margins of error ranging from 1 to 6 percentage points.

Morning Consult began tracking several brands for the first time in 2022, and many were added midway through months, resulting in smaller sample sizes in the first month of tracking. In calculating the change, we removed data for the first month of tracking if that month had less than two-thirds of the average sample size for the other months.

In making lists specific to demographics, we removed any brand that had a sample size of less than 200 for any demographic group. MTN DEW RISE ENERGY was removed from the analysis since its brand name in MCBI changed from "MTD DEW RISE ENERGY" to "MTN DEW ENERGY" in April 2022, resulting in a 20-point increase in awareness (from 52% aware to 72% aware between the weeks of April 11 and April 25, 2022).

THE DATA BEHIND THE REPORT

Morning Consult helps you understand your brand, competitors and market in a way traditional research firms can't. We survey tens of thousands of people across the globe on over 4,000 brands and products every day. Get actionable insights into what consumers think, see and say about your brand and products.

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Fastest Growing Brands **2022**