

YOUTHINSIGHT PRESENTS:

AUSTRALIA'S TOP 100 YOUTH BRANDS

2021



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INTRODUCTION

Gen Z – the generation the world is always talking about.

They may be the youngest generation with spending power but they know what they want from brands.

So what are Gen Z's most loved brands? Find out in YouthInsight's second wave of the Top 100 Youth Brands Report, a unique piece of research that surveys over 1,000 14 – 24s on the brands that most impact their lives. In collaboration with YMA, Student Edge and YouthInsight are excited to announce the Top 100 Youth Brands in Australia.

In 2019 we set the benchmarks for popular brands among Gen Z. Now, we can see how their rankings have changed two years on.

The results of each category have been interpreted by the Student Edge team,

who have used their youth expertise to explain why brands have succeeded or failed to impress young people in 2021.

Innovation is important to Gen Z, who are always on the lookout for something new and on-trend. It's the big name brands that constantly offer something new that keeps them popular, with the biggest innovators and disruptors rising to the top of our survey. Brands that make young people's lives easier or make them happier, ethical brands, and inclusive brands are also brands likely to make the list.

Want clout with Gen Z? Read on and learn how to take the lessons of the Top 100 to heart, so you can market to youth in a more meaningful way.



METHODOLOGY

Here's how it happens.

YouthInsight, along with the wider Student Edge team, firstly compiled a list of categories that affect the lives of young Australians and carefully put together an exhaustive list of more than 1,000 brands. This list was reviewed in 2021 with more brands being added to the list.

Then, leveraging the Student Edge Online Research Panel, we asked young people how much each of these brands impact their lives, from the moment they wake up and eat breakfast, to the time before they switch off and go to sleep. We then ranked the 1,000 brands from most impactful to least impactful.

Our youth experts reviewed this list, and with the shortlist decided, we conducted a second online survey that allowed 1,000 Australians aged 14 – 24 to express their feeling towards each brand. They were presented with the brand name, its category, and a choice of 'love', 'like', 'no feeling towards', 'dislike' and 'hate'. Each respondent rated their opinion towards around 200 randomised brands.

The scores used to calculate our Top 100 brands are the combined net of 'like' and 'love' (otherwise known as the brand love metric), which remains consistent with the metric used in 2019

and allows us to analyse how brand love has changed year on year. While this metric has not changed, some categories have changed for 2021 and the brand list for each category has also been revised.

Where brands are marked as 'NEW' throughout this report, this may be due to the brand being introduced to the category for the first time (i.e. it was not included in 2019, or was moved from another category), or the brand was previously included in the category but entered the Top 20 for the first time in 2021.

As brands evolve and diversify their offering to cater for the ever-changing preferences of consumers, locking them into individual categories becomes quite challenging. However, our youth expert committee have endeavored to place brands under the most appropriate categories based on where they conduct most of their activity.

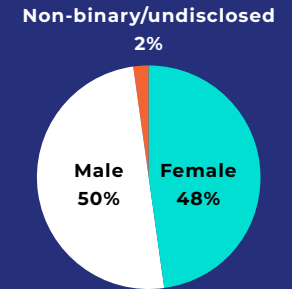
Please note, all figures in this report are rounded to whole numbers for ease of reading, and where brands receive the same score, differences in position reflect their score to two decimal places.

THE SAMPLE

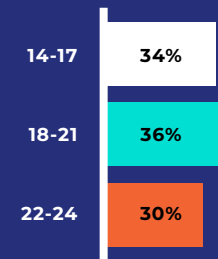
To ensure survey results were representative of the Australian youth market, quotas were placed based on state population distributions in accordance with the ABS and an even balance of age and gender is accounted for in sampling. Weighting was applied to correct for under or over representation of sub-groups within the survey respondents.

Shown to the right is a breakdown of the targeted sample distribution.

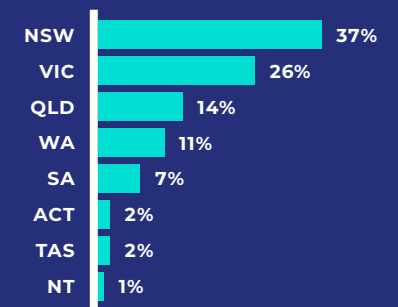
GENDER



AGE



STATE



INSIGHTS

We're so excited to present the second wave of the Australian Youth Top 100. Within this report you will find the results per category, including how brand love of these brands has changed since 2019. Before we dive in, let's see what the overall results tell us about young Aussies.

The Top 10 is made up of brands purely in the Retail, Technology, and Apps & Entertainment categories, showing the importance of these categories to young people. These are the brands that young people are interacting and engaging with every day, they know them well and have the highest loyalty towards – yes, brand loyalty (although fragile) still exists.

Brands doing well among Gen Zs are those that align best with their values. They allow them to pursue their interests and goals, they are affordable (without sacrificing quality) and convenient. Brands dominating their categories are often those who 'get' young people; they are up to date with trends and are authentic in their marketing without trying too hard to impress them. Again, we see the importance of inclusivity and diversity among this audience, with Dove topping the list for Health & Beauty and many respondents commenting on their inclusive campaigns.

It would be wrong to release this report in 2021 without mentioning the pandemic, and it's clear to see the

impact of COVID-19 on some of Gen Z's top brands this year. Officeworks jumped up four places and knocked Woolworths off the top spot in the retail category; it became the go-to destination for all their at-home study and work needs. Other brands that have upped their ranking considerably (+2 points or more) this year include Amazon, Vaseline, Krispy Kreme, TPG, Aldi Mobile, Boost Mobile and TikTok, echoing Gen Z's preference and need for connectivity, convenience, quality at youth-friendly prices, and entertainment throughout the past year. A special mention also goes to Dettol, which helped make young people feel safe during the pandemic, and in return received a 76% brand love score.

And finally, congratulations to the winner, YouTube – refusing to give up the crown and named as the overall winning brand for the second time. A whopping 94% of Gen Zs surveyed said they like or love YouTube, with results consistent across genders and age groups. The variety of content and creators on YouTube means that there is always something for everyone, and it's a platform where Gen Z can go to be entertained, learn, or feel part of a community. Can YouTube hold the crown for the third year in a row? We'll have to wait until next year to find out.



Toni Cundy
Senior Market Research Manager
YouthInsight



A NOTE FROM GROWTH TANK

We are incredibly excited to present the Youth Top 100 together with YouthInsight after a wild and uncertain year for our respondents. As Gen Z (and the world) grapple with the long-term effects of the pandemic, it's interesting to see the brands that really make them tick. We hope you enjoy the findings!

In a year full of instability, it's important to highlight the activism from Gen Z that's occurred this year, creating a spotlight on inclusivity and acceptance that's also, quite rightly, taken centre stage. Brands that have used their voice as a platform to support movements like Black Lives Matter are building their relationships with this important emerging demographic. Social and environmental causes are certainly here to stay and should be at the top of the agenda for any brand looking to resonate with Gen Z.






































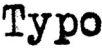



















































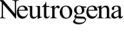



When speaking about brands and Gen Z, my best advice is always to come across as genuine in all interactions and support the overall cause. We hope you enjoyed the Top 100 and look forward to discussing everything Gen Z with you at the Youth Marketing Australia conference, being held in Sydney and Melbourne in November 2021.



David Willey
Founder/Director
Growth Tank

TOP 100 RESULTS

= CATEGORY WINNER

 1	 2	 3	 4	 5	 51	 52	 53	 54	 55
 6	 7	 8	 9	 10	 56	 57	 58	 59	 60
 11	 12	 13	 14	 15	 61	 62	 63	 64	 65
 16	 17	 18	 19	 20	 66	 67	 68	 69	 70
 21	 22	 23	 24	 25	 71	 72	 73	 74	 75
 26	 27	 28	 29	 30	 76	 77	 78	 79	 80
 31	 32	 33	 34	 35	 81	 82	 83	 84	 85
 36	 37	 38	 39	 40	 86	 87	 88	 89	 90
 41	 42	 43	 44	 45	 91	 92	 93	 94	 95
 46	 47	 48	 49	 50	 96	 97	 98	 99	 100

Like/love scores of all 233 brands tested in the survey have been ranked from highest to lowest, the Top 100 brands with the highest like/love scores are shown here.

RETAIL BRANDS



CATEGORY WINNER:
Officeworks

You can really feel 2020 in these results with homeware and groceries dominating the top ten. As households became the primary location for students throughout the year, it's no surprise to see Officeworks take the top spot, becoming the go-to destination for all their study and work needs. There's great confidence in a brand that covers all the fundamental needs plus has both a powerful online and in-store presence. You can apply the same to K-Mart, Big W and IKEA, but Officeworks really holds a strong perception of convenience, range, and value amongst Australia's young people. Not to say Woolies didn't give Officeworks a run for its money. In terms of price and selection, Woolworths still continues to dominate.



Cesar Comissi
National Partnership Manager
Student Edge



Officeworks has affordable prices and offers both luxury and affordable options for everything. It's a convenient place to buy and use office-related products (i.e. printing, scanning).

Female, age 18, NSW regional

Woolworths has high values for providing quality products to its customers. They provide competitive prices and also support local farmers.

Female, age 23, WA metro

OFFICEWORKS ranked first amongst females (90%), while JB HI-FI was number one amongst males (89%).

RETAIL BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. Officeworks	0%	1%	10%	44%	45%	89%	+4
2. Woolworths	0%	2%	11%	38%	49%	87%	-1
3. JB Hi-Fi	1%	2%	13%	36%	49%	85%	-
4. Kmart	1%	3%	12%	32%	53%	84%	-2
5. Coles	0%	3%	13%	40%	44%	84%	-1
6. IKEA	1%	2%	20%	34%	43%	77%	+1
7. Big W	1%	3%	21%	43%	32%	75%	NEW
8. Target	1%	6%	18%	50%	25%	75%	-2
9. Aldi	1%	4%	20%	37%	38%	74%	NEW
10. Chemist Warehouse	0%	2%	24%	38%	36%	74%	NEW
11. Bunnings Warehouse	1%	3%	25%	36%	36%	72%	NEW
12. eBay	1%	8%	23%	39%	28%	68%	NEW
13. Typo	2%	8%	29%	37%	25%	62%	-
14. Priceline	1%	4%	35%	36%	23%	59%	-3
15. The Reject Shop	2%	8%	31%	39%	19%	59%	NEW
16. Amazon	5%	10%	26%	31%	27%	58%	+3
17. Myer	2%	9%	33%	29%	28%	57%	NEW
18. EB Games	2%	9%	33%	29%	28%	57%	-4
19. Dymocks	2%	5%	38%	33%	23%	56%	NEW
20. Booktopia	2%	4%	46%	28%	20%	49%	NEW

HEALTH & BEAUTY BRANDS



CATEGORY WINNER:
Dove

Gen Z loves Dove because they are a well-established and affordable brand that can provide them with skincare, haircare and body care for a diverse range of skin, hair and body types. Dove also ticks ethical boxes because of their commitment to diversity and body positivity that they have represented in several advertising campaigns, making Gen Z feel represented and included. Vaseline and U by Kotex also place in the top 3, as authentic, everyday brands which make Gen Z and their bodies feel comfortable.



Marie Cooley
Writer and Content Producer
Student Edge



Dove always has very inclusive and diverse advertising, their products are good quality and they don't sell gimmicky products.

Female, age 17, NSW regional

Dove has the best soap, my skin never feels dry, always on special, high quality.

Male, age 24, SA regional

DOVE shared the top spot with **GILLETTE** for males (72%), while **U BY KOTEX** was ranked #1 by females (77%).



SPECIAL MENTION:
Dettol

In a year when hygiene has been more of a priority than beauty, Dettol scored highly on brand love. While it does not fit within our categories, it deserves a special mention. Young people like Dettol because their products are reliable, trustworthy, and have helped them feel safe throughout the past year.

HEALTH & BEAUTY BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. Dove	1%	3%	25%	44%	28%	71%	-
2. Vaseline	1%	3%	29%	39%	29%	68%	+2
3. U By Kotex	2%	4%	28%	34%	32%	66%	NEW
4. Nivea	1%	4%	29%	39%	26%	66%	-3
5. The Body Shop	1%	5%	29%	38%	28%	65%	-3
6. The Ordinary	2%	3%	33%	25%	37%	63%	NEW
7. Rexona	2%	4%	32%	39%	22%	61%	-4
8. Lush	2%	9%	30%	30%	29%	59%	-3
9. Gillette	1%	3%	38%	32%	25%	57%	-3
10. Cera'Ve	1%	4%	38%	28%	28%	56%	NEW
11. Neutrogena	1%	5%	38%	35%	20%	56%	-
12. Maybelline	2%	3%	41%	33%	22%	55%	-2
13. Benefit	2%	3%	41%	29%	24%	54%	NEW
14. Johnson's	4%	4%	39%	32%	22%	53%	NEW
15. Mecca Beauty	2%	5%	41%	27%	25%	52%	NEW
16. Fenty Beauty	1%	4%	43%	26%	25%	51%	NEW
17. MAC	2%	6%	41%	28%	22%	51%	NEW
18. L'Oreal	1%	4%	45%	33%	17%	50%	-4
19. Tarte	1%	5%	44%	27%	23%	50%	NEW
20. Dior	1%	5%	44%	28%	22%	50%	-1

FOOD, RESTAURANT & TAKEAWAY BRANDS



CATEGORY WINNERS:

McDonald's
Krispy Kreme

The best way to a Gen Z's heart is through food and Krispy Kreme and McDonald's are joint top of the Youth 100 chart. Gen Z's longstanding love for Macca's is driven by tasty choices at youth-friendly prices, convenient locations and in-app offers. Krispy Kreme's doughnuts are often seen as a special treat, giving Gen Z exciting new flavours to choose from, random price drops, and a free doughnut on special occasions - it's hard to resist! KFC ranks third and comes top among boys. In fact, they are the third most popular brand among all brands for boys. Subway has fallen three places this wave, with respondents raising concerns about value and quality.



Intan Badrun
Digital Producer and Graphic Designer
Student Edge



McDonald's is yummy and affordable and they have good app deals.

Male, age 14, NSW metro

Without a doubt Krispy Kreme is the best dessert food/donut I have ever had, never fails to provide comfort when stressful times are passing. Not too pricey and come in great flavours both traditional and new.

Male, age 18, NSW metro

KRISPY KREME shared first place with **BOOST JUICE** amongst females (82%), while **KFC** was the clear winner amongst males (88%).

FOOD, RESTAURANT & TAKEAWAY BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. McDonald's	2%	7%	8%	37%	46%	82%	-
2. Krispy Kreme	1%	5%	11%	33%	49%	82%	+2
3. KFC	2%	7%	10%	29%	52%	81%	-
4. Domino's	1%	8%	12%	38%	40%	78%	+1
5. Subway	1%	8%	14%	35%	42%	77%	-3
6. Boost Juice	1%	5%	17%	34%	43%	76%	-
7. Grill'd	1%	2%	22%	34%	40%	74%	-
8. Hungry Jack's	2%	9%	15%	39%	35%	74%	-
9. Ben & Jerry's	1%	4%	24%	34%	38%	72%	NEW
10. Nando's	1%	3%	26%	35%	35%	70%	-
11. UberEATS	2%	7%	23%	33%	36%	68%	-
12. San Churro	1%	4%	27%	33%	35%	68%	-3
13. Schnitz	1%	4%	27%	33%	34%	67%	NEW
14. Sushi Train	3%	5%	27%	29%	35%	64%	NEW
15. Chatime	3%	12%	22%	26%	38%	64%	-2
16. Guzman y Gomez	1%	6%	29%	29%	34%	63%	-2
17. Sushi Sushi	4%	8%	25%	28%	34%	63%	NEW
18. Pizza Hut	2%	10%	27%	37%	25%	62%	-6
19. McCafé	3%	7%	28%	35%	27%	61%	NEW
20. Oporto	1%	6%	35%	30%	28%	58%	-3

SPORTS & FITNESS BRANDS



CATEGORY WINNER:
Nike

The same sports brands from the last wave of research took the podium again in 2021, with Converse ranking 3rd, Adidas 2nd and Nike securing the top spot as the most loved sports brand among young Australians. Nike continues to get the balance right between quality, comfort and being on-trend. Young people love Nike's product range and versatility, and to many, it's the only brand they consider for their activewear. Nike's clear stance on inclusivity also positions the brand in a way which aligns with young people's values.



Cristiano Lima
Head of Research
YouthInsight

NIKE took first place among males (86%), while **COTTON ON BODY** ranked highest amongst females (79%).



I buy a lot of shoes from Nike as I like their designs and colours, the staff have been really helpful and go above and beyond.

Female, age 21, VIC metro

Adidas has a wide range of simple yet outstanding products which are high in quality and fashion.

Female, age 17, SA metro

Nike has a great range for not only fitness but casual wear as well.

Male, age 24, WA regional

Converse has been my favourite sneaker brand since I was a kid.

Female, age 23, QLD metro

I like Adidas's selection of shoes, and I get regular discounts from them.

Male, age 22, NSW metro

SPORTS & FITNESS BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. Nike	0%	3%	15%	30%	52%	81%	-
2. Adidas	0%	2%	18%	34%	45%	79%	-
3. Converse	1%	4%	23%	37%	35%	73%	-
4. Rebel Sports	1%	3%	25%	38%	34%	72%	NEW
5. Cotton On Body	1%	5%	29%	34%	32%	65%	NEW
6. Champion	1%	6%	30%	34%	28%	62%	-1
7. North Face	1%	4%	36%	36%	24%	60%	-1
8. Puma	0%	5%	37%	35%	23%	58%	-4
9. Asics	1%	5%	38%	32%	24%	56%	-1
10. JD Sports	2%	4%	40%	28%	26%	54%	NEW
11. New Balance	1%	7%	39%	33%	20%	53%	-2
12. Under Armour	1%	4%	42%	31%	22%	53%	-5
13. FILA	2%	9%	37%	33%	19%	52%	NEW
14. Jordan	1%	3%	47%	21%	28%	49%	NEW
15. Lacoste	2%	7%	42%	28%	21%	49%	NEW
16. Reebok	1%	6%	46%	29%	19%	48%	-5
17. Gymshark	2%	4%	52%	25%	18%	43%	NEW
18. Anytime Fitness	3%	4%	59%	19%	15%	34%	NEW
19. Fitness First	2%	5%	60%	18%	16%	33%	-1
20. Jetts Fitness	3%	4%	61%	15%	16%	31%	NEW

TELECOMMUNICATIONS BRANDS

OPTUS

CATEGORY WINNER:

Optus

Optus has proven to be Gen Z's most popular telecommunications company for the second year in a row among both males and females, with its reliable coverage and network at youth-friendly prices, and not to forget the additional customer benefits such as the Optus Sport streaming service. With 70% of Gen Z saying that brands acting ethically is important to them (YouthInsight, 2021), the brand's Donate Your Data scheme has not gone unnoticed by some of our respondents. Telstra and Vodafone place in second and third, brands consistently popular among Gen Z for their coverage and prices.



Toni Cundy
Senior Market Research Manager
YouthInsight



Optus has pretty cheap, reasonable service and useful additional membership gifts.

Male, age 16, VIC metro

Telstra has the best coverage nation wide, even on road trips in more remote areas you're able to get some connection.

Female, age 21, QLD metro

Vodafone has great bundle deals and always coverage in my areas.

Male, age 17, WA metro

OPTUS was the clear choice amongst both female (60%) and male respondents (71%).

TELCO BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. Optus	3%	6%	27%	37%	28%	65%	-
2. Telstra	5%	10%	24%	32%	29%	60%	-
3. Vodafone	2%	8%	40%	30%	20%	50%	-
4. Amaysim	2%	4%	58%	19%	17%	37%	+1
5. TPG	2%	8%	56%	21%	14%	34%	+2
6. Catch Connect	2%	6%	58%	15%	19%	34%	NEW
7. Kogan Mobile	3%	7%	58%	15%	18%	33%	-3
8. Aldi Mobile	2%	5%	60%	17%	16%	33%	+2
9. Belong	2%	6%	60%	17%	16%	33%	-
10. Circles Life	2%	5%	60%	15%	17%	32%	NEW
11. Boost Mobile	2%	5%	61%	17%	14%	32%	+2
12. iiNet	2%	6%	62%	18%	11%	29%	-4
13. TeleChoice	3%	8%	60%	15%	14%	29%	NEW
14. Exetel	3%	5%	64%	13%	15%	28%	NEW
15. Lebara	2%	8%	63%	15%	13%	27%	-3
16. Southern Phone	3%	8%	61%	10%	18%	27%	NEW
17. Woolworths Mobile	1%	4%	69%	13%	12%	25%	-4
18. Dodo	3%	8%	65%	14%	10%	25%	-4
19. Coles Mobile	2%	6%	68%	14%	9%	24%	-4

FINANCE & MONEY BRANDS



CATEGORY WINNER:

PayPal

For Gen Z, PayPal has claimed the top spot for Finance and Money Brands, dethroning the ever-popular Commonwealth Bank. Gen Z are particularly attracted to how safe and secure PayPal is, as well as how easy the platform is to use. Buy Now Pay Later apps Zip Pay and Klarna have joined Afterpay in the top 10, signaling the growing popularity the BNPL sector has with Gen Z.



Corey Sutton
Writer and Content Producer
Student Edge

AFTERPAY placed at #3 among regional young Aussies (60%), compared to #5 among metro young Aussies (44%).



PayPal offers a service which makes me feel safe when purchasing products online - I don't have to disclose my card details to a large number of companies.

Female, age 17, WA metro

PayPal makes it very convenient to pay for things and I love the buyer protection.

Male, age 22, NSW metro

Commonwealth Bank is easy and accessible for students. Easy to check balance and control money with a saving and everyday banking accounts.

Male, age 16, QLD metro

Beem It is a quick way of transferring money to one another, especially if we have separate and different banks.

Male, age 16, QLD metro

FINANCE & MONEY BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. PayPal	2%	2%	19%	33%	45%	77%	NEW
2. Commonwealth Bank	2%	4%	29%	28%	37%	65%	-1
3. Beem it	1%	4%	44%	22%	29%	51%	NEW
4. Afterpay	5%	9%	39%	24%	22%	47%	-2
5. ANZ	2%	3%	50%	25%	20%	45%	-2
6. Westpac	2%	4%	53%	22%	19%	42%	-2
7. NAB	1%	4%	55%	23%	18%	40%	-2
8. Zip Pay	3%	8%	53%	18%	18%	36%	NEW
9. Bitcoin	5%	11%	49%	19%	16%	35%	NEW
10. ING	2%	4%	62%	19%	14%	33%	-2
11. St George Bank	2%	3%	65%	17%	13%	30%	-2
12. Bankwest	1%	3%	67%	17%	13%	29%	-4
13. Klarna	2%	7%	63%	13%	15%	28%	NEW
14. Bank Australia	1%	3%	69%	12%	15%	27%	-2
15. AMEX	2%	6%	65%	15%	12%	27%	NEW
16. ME Bank	1%	3%	69%	16%	10%	26%	NEW
17. Suncorp	1%	4%	69%	14%	12%	26%	-4
18. Citibank	1%	3%	70%	14%	11%	26%	NEW
19. AMP	3%	4%	72%	10%	11%	21%	NEW

DIGITAL & ENTERTAINMENT BRANDS



CATEGORY WINNER:
YouTube

Gen Zs love YouTube because it provides a diverse and dynamic range of content on topics that they're interested in, including entertainment, music, tutorials, and lifestyle advice, which is why it has come top in the category for the second year running. Whether they're looking to find the latest tunes or learn life skills, they can easily access the videos they need via the platform. YouTube also helps amplify a myriad of different voices and perspectives, which Gen Zs love to hear. Plus, it gives them the opportunity to become content creators themselves! Netflix and Spotify place in second and third, giving Gen Z their entertainment fix at youth-friendly prices.

 **Caitlin Paroczai**
Editor and Content Producer
Student Edge

SPOTIFY was more popular among females at #2 (91%), while coming in at #3 among males (83%).



I use YouTube daily for so many different things, entertainment, how-to videos, mindfulness, etc.

Male, age 24, WA metro

Netflix is a constant in the chaos of choosing streaming services. They adapt and provide new content and categories that also includes representation of marginalised communities e.g. LGBTQ+.

Male, age 17, TAS metro

YouTube is helpful when I cannot understand something or want to learn something.

Female, age 18, NSW metro

Spotify tailors everything shown on the home page to your preferences after analysis of your data, and its recommendations actually match my real interests.

Female, age 18, NSW metro

DIGITAL & ENTERTAINMENT BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. YouTube	1%	1%	5%	21%	72%	94%	-
2. Netflix	1%	2%	9%	24%	64%	88%	NEW
3. Spotify	1%	3%	10%	21%	66%	87%	NEW
4. Google Maps	1%	2%	13%	35%	50%	84%	-2
5. Instagram	3%	4%	11%	28%	54%	82%	-2
6. Snapchat	4%	9%	18%	28%	41%	69%	-2
7. HOYTS Cinemas	1%	3%	30%	35%	32%	67%	NEW
8. Event Cinemas	1%	4%	33%	33%	29%	62%	NEW
9. Reddit	2%	5%	31%	32%	30%	62%	-1
10. Facebook	7%	12%	19%	30%	32%	62%	-5
11. Discord	2%	5%	32%	25%	37%	62%	NEW
12. Disney+	2%	5%	31%	28%	34%	62%	NEW
13. Uber	2%	6%	35%	32%	25%	57%	-7
14. Pinterest	2%	9%	32%	29%	28%	57%	-7
15. TikTok	13%	14%	17%	18%	38%	57%	+2
16. Stan	1%	3%	42%	29%	25%	53%	NEW
17. Zoom	5%	11%	32%	32%	20%	52%	NEW
18. WhatsApp	2%	9%	38%	27%	24%	51%	-8
19. Twitter	3%	10%	37%	26%	24%	50%	-8
20. Epic Games	5%	6%	40%	26%	23%	49%	NEW

TECHNOLOGY BRANDS



CATEGORY WINNER:
Google

Unsurprisingly, Google, Apple and Microsoft dominated the top 3 spots and the overarching message from the respondents was that they make their lives more convenient and are at the forefront of daily habits. Australia's youth in the last 12 months have had to adapt to unprecedented circumstances – a pandemic sparking lockdowns, remote learning, remote working and social distancing. Interestingly, the new names that made the list such as Nintendo Switch, PlayStation and Xbox speak volumes about how they have dealt with the pandemic. With online gaming communities such as Animal Crossing, Fortnite, Call of Duty and Overwatch – connectivity and community looks very different to Gen Z than it did for previous generations.



Zari Baldoria
Account Operations Coordinator
Student Edge

PLAYSTATION placed #3 among regional Aussies (79%), compared to #5 among metro Aussies (62%).



Google basically runs the internet. Gmail, Google search, Google Maps. How would I function without it?

Female, age 21, QLD metro

I basically own the whole Apple ecosystem, it has been so reliable and good and I do not plan on switching to Windows ever. 100% worth the higher price tag.

Female, age 17, QLD metro

Microsoft has all the useful tools to get things done - like Word and PowerPoint, and emails.

Female, age 18, QLD metro

Products are great quality. Google thrives itself on its customer care. Always reliable products that last a long time.

Male, age 16, QLD metro

TECHNOLOGY BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE	CHANGE IN POSITION
1. Google	1%	2%	11%	30%	56%	86%	-
2. Apple	3%	7%	12%	23%	56%	79%	+1
3. Microsoft	1%	3%	19%	39%	38%	76%	-1
4. Nintendo Switch	1%	1%	31%	29%	38%	67%	NEW
5. PlayStation	1%	2%	32%	30%	35%	65%	NEW
6. Samsung	2%	8%	26%	32%	32%	63%	-2
7. Sony	1%	2%	34%	34%	28%	63%	-2
8. Adobe	3%	5%	33%	35%	25%	60%	-1
9. JBL	0%	2%	40%	30%	27%	57%	NEW
10. Bose	1%	2%	41%	31%	26%	57%	-4
11. GoPro	1%	2%	44%	31%	23%	54%	-3
12. Xbox	2%	6%	38%	29%	24%	53%	NEW
13. HP	2%	4%	43%	30%	20%	50%	-2
14. Logitech	1%	3%	46%	29%	21%	50%	-
15. Fitbit	1%	4%	47%	28%	20%	49%	-5
16. Casio	1%	4%	47%	27%	21%	48%	NEW
17. Dell	1%	6%	46%	27%	20%	47%	-1
18. Asus	2%	5%	48%	26%	20%	45%	NEW
19. Lenovo	2%	7%	47%	27%	18%	44%	-1
20. Beats by Dre	3%	10%	45%	23%	19%	42%	-7

FASHION BRANDS

COTTON:ON®

CATEGORY WINNER:
Cotton On

It's no surprise that Cotton On places first among Gen Z as a well-established brand that can be found in most of Gen Z's local shopping centres as well as online. The highly trusted brand is loved for its diverse range of affordable clothing and inclusive sizes. The brand's ethos is defined by the Cotton On Foundation, and the brand actively supports equality and inclusivity, and is highly aligned with Gen Z's social justice mentality. The other top contenders, H&M and Vans, are loved among Gen Z for their on-trend styles and youth-friendly prices, with Vans placing at number one among males.



Bianca Anderson
Head of Membership
Student Edge

COTTON ON was ranked #1 amongst females (85%), while VANS took top spot amongst males (64%).



Cotton On offers a good range of products in inclusive sizes and affiliated with a foundation that supports education equality.

Female, age 18, NSW regional

H&M are my favourite as they provide a wide variety of products for significantly less and especially cater towards a younger demographic.

Male, age 17, VIC metro

Vans shoes and clothing are the comfiest things ever I wear my Vans shoes everyday the black and white old school ones match EVERYTHING.

Female, age 14, VIC metro

Cotton On is a brand that always has a great range of affordable clothing but is also actively trying to be more inclusive and ethical.

Female, age 18, VIC metro

FASHION BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE
1. Cotton On	2%	4%	22%	37%	34%	72%
2. H&M	2%	6%	29%	36%	27%	63%
3. Vans	1%	4%	33%	34%	27%	62%
4. Platypus	1%	3%	36%	35%	25%	60%
5. Universal Store	2%	4%	38%	29%	27%	56%
6. Kathmandu	1%	3%	40%	32%	23%	55%
7. Factorie	2%	7%	36%	32%	23%	55%
8. Lovisa	2%	7%	36%	32%	23%	55%
9. The Iconic	1%	3%	41%	28%	26%	55%
10. Hype	1%	4%	41%	30%	24%	54%
11. ASOS	1%	5%	40%	28%	26%	54%
12. Glue Store	2%	3%	43%	29%	24%	53%
13. Dr Martens	2%	5%	40%	26%	26%	52%
14. Jay Jays	3%	9%	37%	29%	22%	51%
15. Peter Alexander	2%	6%	41%	27%	24%	51%
16. David Jones	1%	8%	42%	29%	19%	48%
17. Ralph Lauren	2%	4%	46%	24%	24%	48%
18. Supré	3%	10%	40%	26%	22%	48%
19. Foot Locker	1%	2%	49%	26%	21%	48%
20. Best & Less	2%	9%	43%	28%	17%	45%

NOTE: New category for 2021

OVERALL WINNING BRAND



OVERALL WINNER:
YouTube

YouTube has been the clear winner among young Aussies for the past two waves of our Youth Top 100 research.

The variety of content and content creators on YouTube is what is driving Gen Z to the platform; there's always something for everyone.



Lots of different videos to be inspired by. As a creative person, I love watching craft, DIY, art videos.

Female, age 22, WA metro

It's where I can watch all of my favourite people in one place, and also watch interesting and captivating films, docos and shows for free.

Female, age 20, VIC metro



	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LOVE + LIKE
TOTAL	1%	1%	5%	21%	72%	94%
Male	1%	2%	5%	18%	74%	92%
Female	0%	1%	4%	24%	71%	95%
14-17	0%	0%	3%	18%	78%	96%
18-21	0%	2%	6%	22%	70%	92%
22-24	1%	1%	5%	25%	68%	93%
Metro	1%	1%	5%	20%	73%	94%
Regional	1%	1%	4%	27%	67%	94%



People can express their opinions and views with the world on topics that themselves and their viewers are passionate about and create an online community creating a sense of online belonging.

Male, age 17, NSW metro

So much quality content plus the fans and communities that YouTubers create are beautiful to be a part of.

Female, age 22, NSW metro

And it's not just about watching the videos, but also about sharing their views on the platform. YouTube gives them a place where they can feel part of a community, and they are grateful to be able to be heard on a world stage with the click of a button.

The platform gives young Aussies a place to learn, to be inspired, to laugh, to give their views and be part of a community of like-minded individuals, and this is why it's their favourite brand of 2021.

OVERALL BRAND PLACINGS

The full ranked list of shortlisted brands featured in Australia's Top 100 Youth Brands research 2021:

1. YouTube	40. UberEATS	79. The Reject Shop	118. Mecca Beauty	157. Dell	196. Zip Pay
2. Officeworks	41. San Churro	80. Amazon	119. Zambro	158. Chanel	197. Huda Beauty
3. Netflix	42. Vaseline	81. Myer	120. Jay Jays	159. Kikki K	198. Dollar Shave Club
4. Spotify	43. eBay	82. Puma	121. Fenty Beauty	160. Asus	199. Bitcoin
5. Woolworths	44. Schnitz	83. Oporto	122. Mac	161. Harvey Norman	200. Lululemon
6. Google	45. Nintendo Switch	84. Starbucks	123. Beem It	162. Too Faced	201. TPG
7. JB Hi Fi	46. HOYTS Cinemas	85. Baskin Robbins	124. WhatsApp	163. Best & Less	202. Catch Connect
8. Google Maps	47. U By Kotex	86. Gillette	125. Peter Alexander	164. Off White	203. Anytime Fitness
9. Kmart	48. Nivea	87. Uber	126. HP	165. ANZ	204. Fitness First
10. Coles	49. Commonwealth Bank	88. JBL	127. L'Oreal	166. Sunsilk	205. Kogan Mobile
11. McDonald's	50. Cotton On Body	89. EB Games	128. Vodafone	167. Princess Polly	206. Aldi Mobile
12. Instagram	51. The Body Shop	90. Pinterest	129. Tarte	168. Lenovo	207. Belong
13. Krispy Kreme	52. Optus	91. TikTok	130. Twitter	169. Urban Decay	208. ING
14. Nike	53. PlayStation	92. Bose	131. Dior	170. Anastasia Beverly Hills	209. Circles life
15. KFC	54. Sushi Train	93. Cera'Ve	132. Menulog	171. Culture Kings	210. Boost Mobile
16. Adidas	55. Chatime	94. Dymocks	133. Garnier	172. Etsy	211. Jetts Fitness
17. Apple	56. Samsung	95. Universal Store	134. Logitech	173. Beautyblender	212. Goodlife Health Clubs
18. Dominos	57. Guzman y Gomez	96. Asics	135. Jordan	174. Prime Video	213. F45
19. Paypal	58. Sushi Sushi	97. Neutrogena	136. Epic Games	175. Mimco	214. St George Bank
20. IKEA	59. The Ordinary	98. Kathmandu	137. Frank Body	176. Gymshark	215. iiNet
21. Subway	60. H&M	99. Factorie	138. TRESemmé	177. Just Jeans	216. Bankwest
22. Boost Juice	61. Sony	100. Lovisa	139. Sephora	178. Beats by Dre	217. TeleChoice
23. Microsoft	62. Event Cinemas	101. Maybelline	140. Twitch	179. Westpac	218. Apple TV Plus
24. Dettol	63. Reddit	102. The Iconic	141. Lacoste	180. Kogan	219. Exetel
25. Big W	64. Champion	103. Hype	142. Roll'd	181. Sheln	220. Klarna
26. Target	65. Pizza Hut	104. JD Sports	143. Fitbit	182. The Good Guys	221. Lebara
27. Aldi	66. Facebook	105. ASOS	144. Mad Mex	183. Garmin	222. Southern Phone
28. Grill'd	67. Vans	106. Benefit	145. Booktopia	184. NAB	223. Bank Australia
29. Nintendo	68. Discord	107. GoPro	146. David Jones	185. The Athlete's Foot	224. AMEX
30. Hungry Jack's	69. Typo	108. Stan	147. Lynx	186. Kookai	225. ME Bank
31. Chemist Warehouse	70. Disney+	109. Xbox	148. Salsa's Fresh Mex Grill	187. Connor	226. Suncorp
32. Converse	71. McCafé	110. New Balance	149. Ralph Lauren	188. Bondi Sands	227. Citibank
33. Ben & Jerry's	72. Rexona	111. Johnson's	150. Casio	189. Door Dash	228. Woolworths Mobile
34. Rebel Sports	73. Telstra	112. Glue Store	151. Reebok	190. Boohoo	229. Dodo
35. Bunnings Warehouse	74. North Face	113. Go Sushi	152. Supré	191. Deliveroo	230. Coles Mobile
36. Cotton On	75. Platypus	114. Under Armour	153. IGA	192. PrettyLittleThing	231. Tinder
37. Dove	76. Adobe	115. Zoom	154. Foot Locker	193. Michael Hill	232. AMP
38. Nando's	77. Priceline	116. Dr Martens	155. Red Rooster	194. Amaysim	233. Kardashian Beauty
39. Snapchat	78. Lush	117. FILA	156. Afterpay	195. Oppo	

ABOUT THIS REPORT

STUDENT EDGE

Student Edge was founded in 2003 by students who recognised the challenges faced by young people on a range of issues such as cost of living, student life, access to part-time work and career guidance. Student Edge is now the largest member-based organisation of high school and tertiary students in Australia, with more than one million members nationwide. Visit [studentedge.com.au](#) for more.

YouthInsight

YouthInsight is the market research arm of Student Edge. YouthInsight arose from a desire to share the unique access and understanding of Australia's Gen Y and Gen Z that the company has developed since opening its doors. Having worked with industry leaders in finance, education, consumer goods, telecommunications, peak bodies and government departments all the way through to tech start-ups and entrepreneurs, we've seen first-hand the power that insights can have on transforming and clarifying understanding, product development and take-to-market strategies. Visit [youthinsight.com.au](#) for more.



We're back in 2021! Youth Marketing Australia Conference (YMA) is hosted annually in Melbourne and Sydney, and we can't wait to see you again. YMA is a thoughtfully curated, single-stream conference designed to help marketers & brands keep up with the fast-paced nature of Gen Z. A careful selection of proven experts will share their latest actionable marketing tactics, future-proofing strategies and candid insights after a turbulent year for Gen Zers. YMA arms marketers with the tools and know-how to win over the most ambitious, influential and diverse generation yet: Gen Z. Previous speakers have included senior thought leaders from brands such as Google, Facebook, Spotify, MTV, VICE, Airbnb, Optus, Microsoft, Instagram and Contiki, to name a few. Visit [yma.com.au](#) for more.

GROWTH TANK

Growth Tank is a strategic marketing & events company based in Sydney. We help people and brands grow through the transformative power of events and experiences. With over 15 years of working with major global brands across multiple industries and markets, we can bring your next event to life. Our creativity and strategic expertise help us uncover new opportunities for brands whilst our event experience ensures we achieve great results. Growth Tank has recently delivered campaigns for brands such as Warner Bros, Samsung, Three Mobile & Youth Marketing Australia. Visit [growthtank.com.au](#) for more.

COMPLIMENTARY DEEP DIVE

The research into Australia's Top 100 Youth Brands went deep into gathering detailed information about who the respondents were and understanding their attitudes and behaviours in relation to the categories in focus.

If you have questions about the demographics, behaviours or attitudes of your brand's advocates, and how these respondents differ to the total population, we've got you covered. We can put together a customised brand report [brandreport.com.au](#) and talk you and your team through the findings.

If you would like a complimentary report and presentation to learn more about how your brand is tracking with young people, or to learn more about our research, please get in touch.



GET IN TOUCH:

For a complimentary brand deep dive report and presentation, please contact YouthInsight.

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