



Australia's Top 100 Youth Brands 2025



YOUTH INSIGHT



STUDENT EDGE

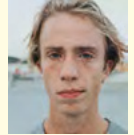


AUSTRALIA'S TOP 100 YOUTH BRANDS REPORT

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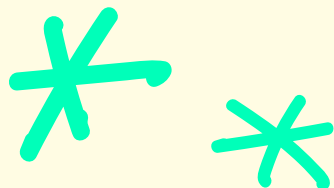


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Introduction

Student Edge and YouthInsight are proud to present the 2025 edition of Australia's Top 100 Youth Brands.

Now in its fourth wave, this one-of-a-kind study continues to track the brands that matter most to Gen Z Australians. Based on a nationally representative survey of 1,000 young people aged 14 to 24, the Top 100 Youth Brands Report reveals which brands are winning the hearts and minds of today's young people.

The methodology remains consistent with previous waves, allowing for true comparability over time. The 2025 report builds on the foundations laid in 2019, 2021 and 2023, giving brands a unique opportunity to see how Gen Z preferences have evolved.

While the structure and sample remain the same, we've updated the brand lists within each category to reflect what's currently relevant to young Australians.

This year's results offer an interesting snapshot of how Gen Z continues to think, feel and choose. The most liked and loved brands have shifted slightly, and these movements provide valuable insight into the mood and mindset of young people in 2025. From tech to fashion, supermarkets to entertainment, the Top 100 shows which brands are resonating with young people and why.

As always, the Student Edge and YouthInsight teams bring deep expertise in youth culture to interpret the results and identify the key trends shaping brand perception and decision-making.

Read on to see which brands are leading, which are fading, and what Gen Z truly values.



Methodology

Australia's Top 100 Youth Brands remains a rigorous and consistent study of the brands that matter most to young Australians.

The research was first launched in 2019 by YouthInsight and Student Edge to understand which brands have the greatest impact on the lives of young people aged 14 to 24. The study began with an extensive list of over 1,000 brands across 10 core categories, carefully reviewed and curated by a panel of youth marketing experts. This list has been refined in each subsequent wave, with updates made in 2021, 2023, and again in 2025.

In the latest wave, our expert team reviewed and refreshed the list to ensure it reflects the most relevant and recognisable brands among Gen Z today. This year's survey included around 300 brands across the same 10 categories. Some newly tested brands were added to better represent the current brand landscape. If any of these new additions made it into the Top 20, they are marked as "New" throughout the report.

The methodology remains unchanged. In April 2025, we surveyed 1,000 young Australians aged 14 to 24 using the Student Edge Youth Research Panel and trusted recruitment partners.

Online survey respondents were shown brand names and logos within relevant categories and asked to rate them using the Student Edge Brand Love scale: 'never heard of it', 'hate', 'dislike', 'no feeling toward', 'like', or 'love'. Each respondent reviewed five randomly assigned categories and provided ratings for approximately 150 brands.

The Brand Love Metric, which combines the percentage of respondents who said they 'like' or 'love' each brand, remains the foundation of the Top 100 ranking. This consistent measure enables us to track changes in brand perception over time and identify which brands are strengthening or losing their connection with young consumers.

While brands continue to evolve and often operate across multiple categories, our youth expert committee has assigned each brand to the category where it is most active or relevant in the eyes of young people.

Study Design and Execution

SAMPLING

A total of 1,000 completed responses were collected. This provides a 95% confidence level ($p = 0.05$) with a margin of error of approximately $\pm 3\%$. To ensure the survey results are representative of the Australian population aged 14 to 24, quotas were applied based on age, gender, and state and territory distributions. These quotas were aligned with data from the Australian Bureau of Statistics (ABS). The data was weighted after fieldwork to correct for any over or under-representation of demographic subgroups.

DATA COLLECTION

The survey included attention check and bot-screening questions to ensure that only high-quality data was collected. After the survey closed, YouthInsight researchers conducted standard data cleaning and validation processes. This ensured that only valid responses were included in the analysis.

DATA ANALYSIS

Brand categories were randomised for each respondent. The randomisation was based on their gender, age, and location. As a result, each brand category and each brand was rated by a nationally representative sample of at least 500 respondents. This representativeness was based

on key demographics including age, gender, and geographic distribution.

REPORTING

Gender-specific insights presented in this report exclude non-binary, gender-diverse, and undisclosed participants due to low sample sizes. All numerical data is rounded to the nearest whole number. If two or more brands received the same score, their order in the ranking reflects their score to two decimal places. Verbatim responses have been lightly edited for clarity and length where necessary.



Student Edge Youth Values

First introduced in 2023, the Student Edge Youth Values framework provides a deeper understanding of how young Australians connect with brands based on the values they propose.



HOW WE MEASURE IT

After selecting their favourite brand in each category, respondents are asked to choose the single brand value they most associate with that brand. They select from a predefined list of 11 value attributes. These include ethical practices, sustainability, inclusivity in advertising, innovation, high quality, affordability, and being on trend. Other value options are also included.

HOW WE ANALYSE IT

For each brand category, we analyse the responses to identify the most frequently selected value associated with the favourite brand. This allows us to uncover not only which brands are favoured, but also helps us explain why they are favoured, based on the attributes that resonate most with Gen Z consumers.

HOW WE REPORT IT

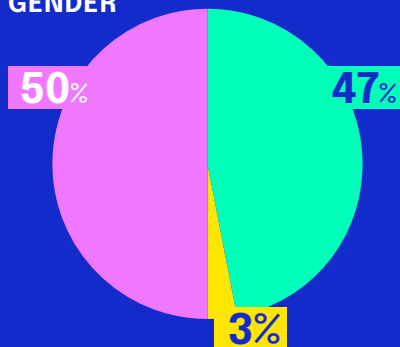
Each category winner is awarded a Student Edge Youth Values badge. This badge represents the top value Gen Z's associate with that brand. The badges appear throughout the report as a signal of the brand's standout quality, as perceived by young people.

There have been some interesting shifts in favourite brands and the values they are associated with since 2023. Please keep reading to find out more.

Sample profile



GENDER

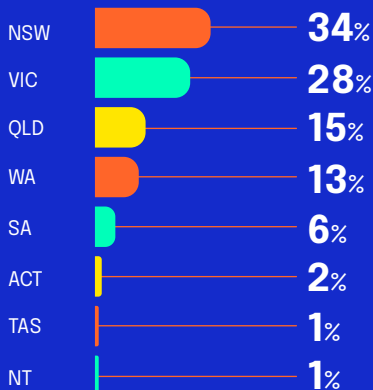


- FEMALE
- MALE
- NON-BINARY, GENDER DIVERSE, AND UNDISCLOSED

AGE



STATE



Insights

We are proud to present the fourth wave of Australia's Top 100 Youth Brands, a unique study that continues to track the brands that matter most to young Australians aged 14 to 24.

This year's report offers valuable insight into what Gen Z care about, how their expectations are evolving, and which brands are rising to meet the moment.

In 2025, we see a shift toward practicality. While Gen Z still values ethics and quality, financial pressure is shaping a more cost-conscious mindset. Student discounts, which ranked fifth in 2023, have moved up to become the third most important brand attribute. For the first time, choosing the cheapest option available has entered the top five. These changes reflect the financial realities young people are facing and highlight a growing focus on affordability without compromising on expectations.

The Student Edge Youth Values framework continues to deepen understanding of what drives brand connection. It shows that functional benefits like affordability and reliability now dominate across categories. This is particularly evident in the performance of retail, food, restaurants and takeaway; and banking, finance and insurance brands. In retail, Kmart claims

the top spot in 2025. It is praised for its mix of quality, low prices, and aesthetic appeal. In food, restaurants and takeaway, KFC claims the top spot offering strong value and frequent promotions in a cost-conscious climate.

Several new or rising brands made impressions in 2025. Duolingo and UberEats entered the top ten in the apps category, with users drawn to accessibility and relevance. Up, Revolut, and Wise gained ground in banking, reflecting Gen Z's preference for digital-first financial tools. In Health and Beauty, CeraVe and The Ordinary continued to rise, supported by Gen Z's demand for dermatologically backed and effective skincare.

YouTube remains the most loved brand overall. It is viewed as understanding youth culture and offering high quality content. Other leading brands include Uniqlo, Nike, Google, Nivea, Instagram, and Telstra. Each of these stands out for offering dependable value and cultural relevance.

The 2025 results show that the brands Gen Z connects with most are those that offer more than a product or service. They offer a sense of support, ease, and relevance in a world that continues to demand more from young people.

What drives Gen Z

In 2025, Gen Z is placing greater importance on functional value when choosing brands. “Best value for money” remains the most important attribute, followed by “high-quality products.” This highlights a clear desire for brands that offer both affordability and excellence.

Since 2023, one of the most notable shifts is the rising importance of student discounts, which now ranks within the top three. “Cheapest option available” has also entered the top five for the first time, pushing ethical business practices down to fifth place.

This marks a subtle but meaningful change from 2023, when social and environmental values held a stronger position in the top five. Back then, ethics and sustainability were more central to Gen Z’s

decision-making. In contrast, the 2025 results reflect a more value-driven and price-conscious mindset.

This shift is likely influenced by the ongoing cost-of-living pressures young people are facing. While ethics and sustainability still matter, these considerations are increasingly filtered through the lens of personal affordability. Gen Z is becoming more strategic and selective, choosing brands that not only align with their values but also acknowledge the financial realities of student and early working life.

In short, Gen Z’s expectations have not disappeared. They have evolved. The brands that stand out in 2025 are those that position themselves as genuine supporters of young people navigating a challenging economic environment.

1

Has best value for money

2

Produces high quality products

3

Offers student discounts

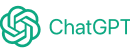
4

Is the cheapest option available

5

Is ethical (cares about society and doesn’t engage in bad labour practices)

Top 100 Brands

 1	 2	 3	 4	 5
 6	 7	 8	 9	 10
 11	 12	 13	 14	 15
 16	 17	 18	 19	 20
 21	 22	 23	 24	 25
 26	 27	 28	 29	 30
 31	 32	 33	 34	 35
 36	 37	 38	 39	 40
 41	 42	 43	 44	 45
 46	 47	 48	 49	 50

CATEGORY WINNER

 51	 52	 53	 54	 55
 56	 57	 58	 59	 60
 61	 62	 63	 64	 65
 66	 67	 68	 69	 70
 71	 72	 73	 74	 75
 76	 77	 78	 79	 80
 81	 82	 83	 84	 85
 86	 87	 88	 89	 90
 91	 92	 93	 94	 95
 96	 97	 98	 99	 100

Retail Brands



In the retail category, value remains king. Kmart reclaims the top spot in 2025, overtaking the 2023 winner Woolworths, with Gen Z praising its mix of affordability, quality and aesthetic appeal.

From homewares to cosmetics, Kmart is seen as the go-to for everyday essentials that don't break the bank.

Officeworks and JB Hi-Fi follow closely, with Kmart and JB Hi-Fi tying for first among men, while Officeworks (84%) is a close second to Kmart (85%) for women.

Woolworths, still respected, drops to sixth as competition for value heats up.

The brands that lead are those helping young Australians stretch their dollar, without compromising on convenience.



Damien Langley
Co-Founder



They [Kmart] have aesthetic products for low costs and offer great discounts

21yrs female, WA

They [Kmart] offer good quality products for good prices, I can buy a lot of my day to day cosmetics and clothing basics.

20yrs female, NSW

It [Kmart] has affordable quality items and participates in fundraising efforts as a major Australian company

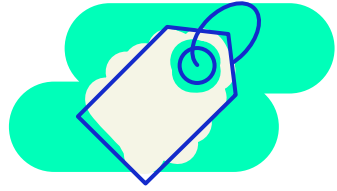
18yrs, female, NSW

The best bang for buck and a standout in its segment. Unbelievable how they've [Kmart] managed to keep the prices so cheap.

23yrs, male, VIC



Kmart (85%) and Officeworks (84%) ranked first and second among women, while JB Hi Fi (80%) and Kmart (80%) share the first place for men.



TOP 20 RETAIL BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 K MART	0%	2%	14%	41%	42%	83%	+1
2 OFFICEWORKS	0%	1%	14%	49%	32%	80%	+3
3 JB HI FI	0%	2%	17%	42%	38%	80%	+1
4 ALDI	0%	1%	19%	41%	38%	79%	+5
5 CHEMIST WAREHOUSE	0%	2%	18%	41%	36%	78%	+1
6 WOOLWORTHS	3%	5%	14%	41%	36%	77%	-5
7 IKEA	0%	2%	22%	39%	36%	75%	-
8 COLES	2%	7%	15%	45%	30%	74%	-5
9 BIG W	0%	1%	24%	47%	27%	74%	-1
10 BUNNINGS WAREHOUSE	0%	2%	24%	47%	25%	72%	+1
11 7-ELEVEN	0%	3%	26%	43%	26%	69%	NEW
12 TARGET	0%	4%	27%	48%	20%	68%	-2
13 AMAZON	2%	8%	23%	35%	31%	66%	-1
14 COSTCO	0%	1%	29%	32%	34%	66%	NEW
15 THE REJECT SHOP	1%	3%	35%	38%	18%	56%	-1
16 PRICELINE	1%	3%	34%	32%	22%	54%	-
17 EBAY	1%	6%	40%	36%	18%	53%	-4
18 MYER	1%	7%	36%	33%	20%	53%	-3
19 IGA	1%	8%	36%	35%	16%	51%	-
20 DYMOCKS	0%	3%	31%	32%	19%	50%	-2

Health and Beauty Brands



In 2025, Nivea emerged as the most loved health and beauty brand among Gen Z, taking the lead from Dove. With its blend of reliability and affordability, Nivea is striking a chord with value-conscious youth who expect quality without the premium price tag.

Dermatologically backed brands continue to rise, with The Ordinary, CeraVe and La Roche-Posay gaining loyal followings among skincare-savvy consumers.

Gen Z still favours authenticity and performance in their personal care routines. Brands that deliver on efficacy, while remaining transparent and accessible are claiming lasting space on their bathroom shelves.



Libby Holyoak
Business Director



I can always trust Nivea will provide high quality products for a lower price point

16yrs, female, VIC

I know their [Nivea] products and range the best and use them more than any of the other brands on offer.

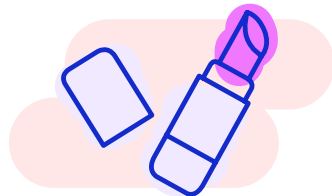
23yrs, male, SA

They [Nivea] have lots of innovative skin care products

20yrs, female, NSW



Vaseline (73%) and Nivea (70%) ranked first and second among women, while Dettol (68%) and Nivea (66%) were the first and second for men.



TOP 20 HEALTH AND BEAUTY BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 NIVEA	0%	2%	27%	43%	25%	68%	+2
2 VASELINE	1%	3%	25%	38%	29%	67%	-
3 DETTOL	0%	3%	26%	40%	26%	66%	+1
4 DOVE	1%	4%	26%	42%	23%	65%	-3
5 CeraVe	0%	4%	24%	32%	28%	61%	+6
6 SPECSAVERS	0%	5%	38%	31%	20%	51%	NEW
7 REXONA	0%	3%	32%	35%	16%	51%	+2
8 THE BODY SHOP	0%	3%	32%	31%	18%	49%	-3
9 GILLETTE	1%	3%	40%	33%	14%	47%	-3
10 MECCA	1%	4%	34%	23%	22%	45%	-
11 L'OREAL	1%	3%	42%	28%	16%	45%	-3
12 THE ORDINARY	1%	2%	24%	24%	20%	44%	+1
13 SEPHORA	1%	6%	37%	26%	18%	44%	NEW
14 LA ROCHE-POSAY	1%	3%	31%	21%	20%	41%	+3
15 MAYBELLINE	0%	2%	39%	24%	17%	41%	-3
16 LUSH	1%	3%	30%	25%	12%	37%	-2
17 MAC	1%	3%	38%	22%	13%	35%	-1
18 NEUTROGENA	1%	5%	39%	23%	12%	35%	-3
19 RIMMEL	1%	3%	40%	20%	11%	32%	+2
20 OPSM	1%	3%	46%	20%	10%	29%	NEW

Food, Restaurant, and Takeaway Brands



The category continues to reflect the sharp realities of Gen Z's financial landscape, and the brands thriving here are those that combine value, familiarity and fast gratification.

KFC claims the number one spot this year, overtaking McDonald's with its reliable mix of flavour, affordability and frequent deals – a winning combo in a cost-conscious climate.

For this generation, value isn't just about price but perceived quality. Brands like Boost Juice and Guzman y Gomez show Gen Z will spend on food that feels worth it – whether it's healthy, customisable or lifestyle-driven.

Student discounts and promos still matter, but so does emotional relevance. In a sea of convenience, the brands that win are those that show up consistently and respect the Gen Z wallet.



Cesar Comissi
Senior Partnerships Director

“

My go to food because it's [KFC] cheap and delicious

18yrs, male, NSW

Acceptable and good quality food. They [KFC] have regular deals for better value when spending

24yrs, male, VIC

I love KFC and their flavour and how affordable it is compared to other and the fact that it has a lot of deals

17yrs, female, QLD

”

KFC ranked first among men (76%), while Boost Juice was number one with women (79%).



TOP 20 FOOD, RESTAURANT, AND TAKEAWAY BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 KFC	2%	9%	14%	31%	43%	73%	+2
2 SUBWAY	2%	7%	17%	37%	37%	73%	+3
3 KRISPY KREME	1%	4%	20%	38%	35%	72%	-1
4 DOMINOS	1%	7%	21%	41%	30%	70%	-
5 MCDONALD'S	5%	8%	15%	31%	39%	70%	-4
6 BOOST JUICE	0%	4%	23%	38%	31%	69%	-
7 BEN & JERRY'S	1%	5%	22%	35%	31%	66%	+1
8 GUZMAN Y GOMEZ	2%	7%	23%	32%	32%	64%	+2
9 GRILL'D	1%	7%	21%	35%	29%	63%	-
10 HUNGRY JACK'S	1%	7%	27%	35%	27%	62%	-3
11 CHATIME	2%	7%	21%	29%	29%	58%	+2
12 NANDO'S	1%	4%	31%	29%	28%	57%	-1
13 SUSHI HUB	1%	3%	24%	31%	27%	57%	NEW
14 PIZZA HUT	1%	7%	33%	34%	22%	56%	-2
15 YO-CHI	1%	4%	22%	21%	34%	54%	NEW
16 SAN CHURRO	1%	3%	25%	30%	23%	54%	+3
17 GONG CHA	1%	4%	24%	27%	25%	52%	-
18 OPORTO	1%	4%	32%	28%	19%	47%	-
19 BASKIN-ROBBINS	1%	4%	32%	26%	19%	45%	+1
20 RED ROOSTER	2%	9%	35%	30%	14%	44%	+2

Sports and Fitness Brands



Across all three surveys from 2021 to 2025, Nike has consistently dominated the Sports and Fitness category – once again taking out the top spot this year with nearly 4 out of 5 Gen Z's giving it the thumbs up. With its iconic branding, cultural presence, and product range that straddles both performance and lifestyle, Nike remains unmatched in how it shows up for young Australians.

Adidas holds steady in second, while Rebel Sport edges into the top three, bolstered by its strong retail footprint and appeal as a go-to for accessible activewear. New Balance climbs another two spots to claim fourth – a nod to the brand's evolution from dad-core to fashion-forward, with Gen Z leading the charge.

For Gen Z, sports and fitness brands go beyond utility – they're a reflection of how they live, express themselves, and connect with the world. From the gear they wear to uni to the brands tied to wellbeing and self-care, this category shapes daily life. Style, comfort, community, and credibility all matter – and the brands that deliver on all fronts continue to win.



Kevin Pickett
Head of Panel Services



I buy the most [Nike] products [because of their] best quality as well as good celebrity partnerships

16yrs, female, NSW

Because I wear it [Nike] all the time and also looks nice as its stylish and simple

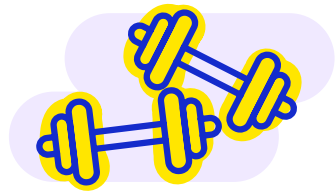
18yrs, female, VIC

[Nike] has the best and most trendy range of clothing and shoes.

23yrs, male, WA



Nike ranked first among both women (77%) and men (81%).



TOP 20 SPORT AND FITNESS BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 NIKE	1%	3%	17%	34%	44%	78%	-
2 ADIDAS	0%	2%	23%	41%	32%	72%	-
3 REBEL SPORT	0%	2%	27%	38%	28%	66%	+1
4 NEW BALANCE	0%	3%	30%	38%	23%	61%	+2
5 THE NORTH FACE	0%	2%	31%	36%	24%	59%	-
6 CONVERSE	1%	4%	32%	36%	22%	58%	-3
7 ASICS	1%	3%	32%	36%	21%	57%	+3
8 PUMA	0%	6%	36%	36%	19%	55%	-
9 FOOT LOCKER	0%	4%	39%	34%	15%	49%	-2
10 UNDER ARMOUR	0%	4%	42%	30%	18%	48%	+2
11 JORDAN	1%	5%	39%	27%	21%	47%	+3
12 CHAMPION	1%	7%	40%	33%	14%	46%	-1
13 JD SPORTS	0%	3%	35%	27%	20%	46%	-
14 COTTON ON BODY	1%	5%	31%	27%	17%	44%	-5
15 FILA	0%	10%	41%	29%	13%	42%	1
16 THE ATHLETE'S FOOT	1%	3%	44%	30%	12%	42%	-1
17 REEBOK	1%	4%	41%	28%	13%	41%	-
18 SPEEDO	1%	5%	43%	29%	10%	38%	NEW
19 LULULEMON ATHLETICA	3%	8%	40%	22%	15%	37%	+2
20 LACOSTE	1%	7%	42%	24%	13%	36%	-2

Telecommunication Brands



Telstra retains its title as Gen Z's top telco in 2025, bolstered by its reputation for consistent coverage and reliable service – critical factors for a generation that lives (and learns) online.

While Optus remains a strong second, especially among male respondents, Telstra's dominance with women suggests a brand identity tied to trust and familiarity.

Young Australians also appreciate simple, fuss-free plans, with Woolworths Mobile and Aldi Mobile steadily gaining traction due to value-driven offerings.

As data usage skyrockets with streaming, gaming and AI-powered tools, Gen Z continues to prioritise networks that “just work” wherever they are.



Libby Holyoak
Business Director



Telstra is best network all over Australia

20yrs, female, NSW

Used it [Telstra] for a long time and is consistent

23yrs, male, QLD

They [Telstra] have very strong internet for a good price

14yrs. Non-binary, VIC

Never had any issues with them [Telstra] their service is up to date and speedy

18yrs, female, NSW



Telstra (48%) and Optus (47%) ranked first and second among women, while Optus (57%) and Telstra (56%) ranked the first and second place among men.



TOP 20 TELECOMMUNICATION BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 TELSTRA	2%	7%	35%	33%	18%	51%	-
2 OPTUS	3%	10%	33%	35%	16%	51%	-
3 VODAFONE	1%	6%	44%	30%	13%	43%	-
4 AMAYSIM	2%	3%	39%	16%	12%	28%	-
5 AUSSIE BROADBAND	1%	2%	47%	19%	8%	27%	+1
6 EVERYDAY MOBILE (FORMERLY WOOLWORTHS MOBILE)	1%	4%	45%	19%	7%	26%	+1
7 ALDI MOBILE	0%	4%	43%	15%	11%	26%	-2
8 KOGAN MOBILE	1%	3%	44%	15%	9%	24%	+6
9 BELONG	1%	3%	34%	13%	7%	20%	-1
10 TPG	3%	4%	45%	14%	5%	19%	-
11 DODO	1%	3%	45%	13%	4%	18%	-2
12 BOOST MOBILE	1%	4%	34%	11%	6%	18%	-
13 COLES MOBILE	1%	2%	52%	12%	5%	17%	-2
14 IINET	1%	4%	47%	10%	5%	15%	-1
15 CATCH CONNECT	1%	3%	34%	9%	4%	14%	+1
16 LEBARA	1%	2%	32%	6%	4%	10%	-1
17 SWOOP	1%	2%	24%	6%	2%	8%	NEW
18 BUDDY TELCO	1%	1%	26%	6%	2%	8%	NEW
19 KONEC	1%	2%	22%	5%	2%	7%	+3
20 NUMOBILE	1%	2%	25%	4%	2%	6%	NEW

Banking, Finance, and Insurance Brands



Commonwealth Bank

Financial brands are under growing pressure to meet Gen Z expectations, not just for access, but for real value in everyday life. The 2025 results show a clear preference for platforms that feel modern, flexible and built around user control.

Commonwealth Bank holds firm at number one, seen as dependable, intuitive and highly trusted. PayPal also remains strong, especially for secure online payments.

Digital-first brands are gaining serious traction. Up made the biggest leap, while Revolut and Wise entered the Top 100 for the first time, reflecting demand for youth-focused tools with fast visibility, smart tracking and personalised features. With sleek design and strong in-app experiences, they are quickly becoming the new standard.

While legacy banks still perform well, the rise of newer players shows that trust and relevance can come from both experience and innovation.



Tom Hales
Business Director



[CBA] Helps me out a lot, and great communication

22yrs, male, NSW

I think they [CBA] have a good app which helps display your finances

18yrs, female, WA

I use its [CBA] app and its pretty good! just wish it had some more money saving motivation features

14yrs, female, WA

It [CBA] offers a wide variety of services and is user-friendly

18yrs, male, ACT

CBA ranked first among both women (58%) and men (65%).



TOP 20 BANKING, FINANCE AND INSURANCE BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 COMMONWEALTH BANK	1%	3%	32%	30%	32%	61%	-
2 PAYPAL	1%	4%	30%	33%	27%	60%	-
3 ANZ	1%	3%	48%	26%	16%	42%	-
4 NAB	0%	3%	50%	26%	14%	40%	-
5 WESTPAC	1%	2%	52%	22%	16%	37%	+1
6 MEDIBANK	1%	2%	52%	22%	13%	36%	-1
7 BUPA	0%	2%	52%	25%	10%	35%	+2
8 AFTERPAY	3%	10%	42%	19%	14%	33%	-1
9 NRMA	1%	2%	40%	16%	8%	24%	NEW
10 ING	1%	2%	50%	14%	7%	22%	+3
11 REVOLUT	0%	5%	35%	12%	8%	21%	NEW
12 ZIP	1%	5%	48%	15%	6%	21%	+2
13 UBANK	0%	2%	42%	11%	8%	20%	+6
14 UP	1%	1%	30%	13%	7%	19%	+12
15 WISE	1%	2%	28%	10%	9%	19%	NEW
16 YOU1	1%	2%	55%	13%	6%	19%	NEW
17 SUNCORP	0%	2%	53%	12%	7%	19%	NEW
18 REST	1%	2%	32%	12%	6%	18%	-3
19 MACQUARIE BANK	1%	1%	49%	12%	7%	18%	NEW
20 AHM	1%	1%	50%	11%	6%	17%	+2

Entertainment Brands



Entertainment remains central to Gen Z's lives, but the brands leading this space offer more than content. They deliver control, connection and cultural relevance. YouTube retains its position as the most loved brand overall, reflecting its role as a daily destination for learning, inspiration and escape. Spotify holds steady at number two, showing how deeply audio is embedded in Gen Z's routines, from study sessions to mood boosters.

A key mover this year is Lego, debuting strongly thanks to its creative appeal and nostalgic value. Meanwhile, brands like HOYTS and Timezone continue to perform well, proving that real world experiences still hold meaning when they offer novelty and social connection.

Gen Z's expectations around entertainment have evolved. It is no longer just about switching off. It is about tuning in to platforms and experiences that feel relevant, personal and memorable. The brands that resonate offer more than escape. They offer meaning.



Cesar Comissi
Senior Partnerships Director



[YouTube] offers most value in terms of educational purposes and value without paying

18yrs, male, NSW

It's just convenient. On the toilet? Youtube. Eating food? Youtube. Boring class? Youtube.

15yrs, male, NSW

It [YouTube] has all the important videos to see and is a good source of entertainment

17yrs, female, SA

UNLIMITED entertainment, plus everyone has a shot to make good content on Yt [YouTube].

22yrs, female, WA



YouTube ranked first among both women (92%) and men (88%).



TOP 20 ENTERTAINMENT BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 YOUTUBE	0%	2%	7%	29%	62%	90%	-
2 SPOTIFY	0%	5%	9%	23%	61%	84%	-
3 NETFLIX	1%	6%	11%	35%	47%	81%	-
4 LEGO	1%	3%	25%	36%	33%	70%	NEW
5 HOYTS CINEMAS	0%	3%	23%	40%	26%	66%	-
6 NINTENDO	1%	4%	26%	36%	30%	65%	-2
7 DISNEY+	3%	6%	27%	35%	28%	62%	-1
8 TIMEZONE	2%	2%	29%	37%	22%	59%	-
9 AMAZON PRIME VIDEO	1%	7%	31%	34%	22%	57%	+2
10 ZONE BOWLING	0%	3%	29%	38%	18%	55%	-
11 PLAYSTATION	0%	4%	38%	29%	25%	53%	-2
12 EVENT CINEMAS	0%	3%	26%	32%	20%	52%	-5
13 STEAM	0%	3%	27%	26%	26%	52%	-
14 XBOX	2%	6%	39%	30%	19%	50%	-2
15 ROBLOX	3%	13%	34%	24%	22%	46%	NEW
16 STRIKE	1%	2%	31%	31%	14%	45%	+6
17 TICKETEK	5%	8%	29%	29%	13%	42%	-2
18 STAN	1%	3%	43%	30%	12%	42%	-4
19 EPIC GAMES	1%	5%	29%	25%	16%	41%	-3
20 APPLE TV PLUS	2%	11%	46%	24%	12%	36%	+3

Apps and Social Media Brands



Instagram and Google Maps maintained their positions as the most popular apps and platforms, with Pinterest rising into the top three, followed by WhatsApp.

Uber and Reddit recorded the biggest climbs in 2025, while platforms like TikTok, Messenger, Snapchat, Discord and Facebook saw drops in popularity, a sign that shifting expectations around tech, social interaction and trust are reshaping the landscape.

Two newcomers, Duolingo and UberEats, made strong debuts by entering the top ten.

Instagram remains the most loved platform, praised for its relevance, ease of use, global connectivity and inclusive features. The brands that stay in step with Gen Z's fast-moving world are the ones that continue to earn their place.



Hande Akman, PhD
Research Director



[Instagram] is the most relevant brand for me, already integrated with other apps that i use. allows me to only use 1 app if needed

22yrs, female, NSW

[Instagram] is very universal helps stay connected to people from all over the world

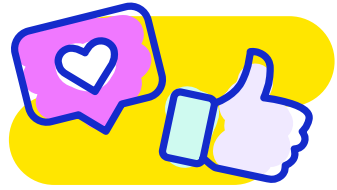
19yrs, female, SA

Explicitly into posting pictures on [Instagram], great place to store and save these memories. Also, the reels is also an important feature, really aligned with my humour

22yrs, male, QLD



Instagram (85%) and Pinterest (81%) ranked first and second among women, while Instagram (75%) and Google Maps (74%) ranked the first and second place among men.



TOP 20 APPS AND SOCIAL MEDIA BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 INSTAGRAM	1%	5%	13%	32%	47%	80%	-
2 GOOGLE MAPS	1%	3%	17%	36%	41%	77%	-
3 PINTEREST	0%	4%	30%	30%	33%	62%	+2
4 WHATSAPP	2%	6%	26%	36%	27%	62%	+2
5 UBER	1%	5%	34%	38%	20%	58%	+4
6 TIKTOK	7%	13%	20%	22%	35%	58%	-2
7 REDDIT	2%	6%	29%	38%	20%	58%	+4
8 DUOLINGO	2%	6%	31%	37%	19%	56%	NEW
9 UBEREATS	1%	5%	37%	32%	22%	54%	NEW
10 MESSENGER	1%	7%	33%	35%	20%	54%	-7
11 SNAPCHAT	6%	17%	21%	27%	26%	53%	-4
12 DISCORD	2%	10%	32%	29%	23%	52%	-4
13 FACEBOOK	3%	13%	33%	34%	16%	49%	-3
14 DOORDASH	1%	7%	42%	33%	13%	46%	NEW
15 ZOOM	3%	10%	38%	35%	10%	45%	NEW
16 MICROSOFT TEAMS	4%	16%	37%	27%	10%	37%	NEW
17 MYGOV	2%	7%	42%	28%	9%	37%	NEW
18 LINKEDIN	2%	10%	47%	20%	13%	33%	-6
19 DEPOP	2%	3%	26%	18%	14%	33%	NEW
20 X (TWITTER)	12%	19%	34%	22%	9%	31%	-6

Fashion Brands



Uniqlo takes the top spot for fashion in 2025 edging out previous leader Cotton On. Its blend of minimalist design and smart pricing has made it the go-to for Gen Z seeking style and substance.

While Cotton On still leads among women and maintains strong sentiment, Uniqlo's win signals a growing appreciation for fashion that is timeless, functional and affordable. Gen Z is moving away from trend-chasing and instead investing in pieces that work hard across seasons, settings, and styles.

Sustainability and quality remain important, but in a cost-of-living crisis, Gen Z's fashion loyalty is now driven by practicality and comfort – all strengths of the Uniqlo brand.



Libby Holyoak
Business Director



It [Uniqlo] has nice simple designs, is practical, and reasonably priced

20yrs, male, NSW

Even though they [Uniqlo] are fast fashion, their clothes are high quality and aren't outrageously expensive.

16yrs, female, NSW

I love the variety of clothes they [Uniqlo] have available and am a big fan of the way their clothes fit

22yrs, male, VIC

[Uniqlo] has a huge range of sizing and styles available. Has a lot of styles that I really like to wear

23yrs, Non-binary, TAS

Uniqlo (70%) ranked the first place among men, while Cotton On (78%) ranked first among women.



TOP 20 FASHION BRANDS

	BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1	UNIQLO	1%	3%	18%	33%	36%	69%	NEW
2	COTTON ON	1%	5%	21%	38%	30%	68%	-1
3	H&M	2%	7%	27%	37%	22%	59%	-1
4	KATHMANDU	0%	3%	39%	33%	17%	50%	-1
5	PLATYPUS	1%	3%	34%	33%	16%	50%	-1
6	UNIVERSAL STORE	0%	4%	31%	30%	17%	47%	+1
7	CROCS	2%	7%	33%	24%	23%	47%	-2
8	VANS	1%	6%	40%	29%	17%	46%	-2
9	PETER ALEXANDER	1%	6%	34%	23%	19%	42%	-1
10	RALPH LAUREN	1%	6%	38%	22%	19%	41%	-1
11	FACTORIE	0%	5%	33%	24%	16%	40%	+3
12	JAY JAYS	1%	7%	39%	27%	12%	39%	-
13	ZARA	3%	9%	36%	25%	15%	39%	NEW
14	HYPE	1%	4%	35%	27%	12%	39%	+2
15	LOVISA	2%	11%	30%	23%	14%	37%	-4
16	SUPRÉ	1%	5%	34%	22%	14%	36%	1
17	GLASSONS	1%	6%	30%	21%	15%	36%	NEW
18	CITY BEACH	0%	7%	37%	24%	12%	36%	-
19	GLUE STORE	1%	3%	35%	25%	9%	34%	+1
20	THE ICONIC	0%	2%	39%	20%	14%	34%	-10

Technology Brands



The technology category continues to be shaped by everyday utility, seamless integration and brands that embed themselves into how young Australians live, study and connect. Google remains the clear leader, with deep trust, high usage and broad relevance across daily habits.

The 2025 results highlight a generation that values functionality as much as innovation, with trust, ease and cross-device consistency driving brand love. Apple remains strong, while Canva's rise and ChatGPT's debut signal growing demand for platforms that support productivity, creativity and AI-powered problem solving.

New additions like Dyson and Canon reflect an expanded definition of tech, moving beyond devices into lifestyle and personal utility. The brands that win are those that simplify life and earn their place in the daily routine.



Tom Hales
Business Director



Google has everything I need for in life

14yrs, male, VIC

Because it's [Google] a highly trusted company and it convenient for me as a student

16yrs, female, WA

I use many of their [Google] products and their very reliable. Has student storage for cloud.

22yrs, male, NSW

Great quality technology. Love the google photo feature

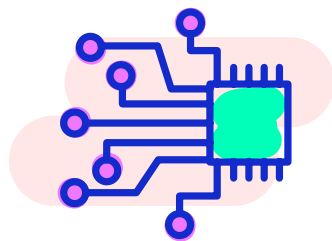
20yrs, female, VIC

[Google] helps w schoolwork and whatever i wanna find

17yrs, female, NSW



Google (84%) and Sony (79%) ranked first and second among men while Google (82%) and Canva (81%) ranked first and second place among women.



TOP 20 TECHNOLOGY BRANDS

BRANDS	HATE IT	DISLIKE IT	NO FEELING	LIKE IT	LOVE IT	LIKE + LOVE	CHANGE IN POSITION
1 GOOGLE	2%	1%	13%	31%	51%	82%	-
2 APPLE	3%	8%	11%	26%	50%	77%	-
3 CHATGPT	6%	6%	14%	25%	46%	72%	+3
4 SONY	0%	1%	25%	41%	30%	71%	-
5 CANVA	1%	5%	19%	31%	39%	70%	+2
6 MICROSOFT	2%	3%	25%	40%	28%	68%	-3
7 SAMSUNG	2%	5%	28%	35%	28%	62%	-2
8 DYSON	0%	3%	33%	34%	25%	59%	NEW
9 CANON	0%	1%	32%	39%	20%	59%	NEW
10 JBL	0%	1%	32%	31%	22%	53%	+2
11 CASIO	0%	2%	34%	34%	17%	51%	+3
12 LG	1%	2%	40%	37%	15%	51%	NEW
13 ADOBE	4%	6%	34%	36%	14%	50%	-5
14 HP	2%	5%	40%	35%	14%	49%	-3
15 LOGITECH	0%	2%	38%	33%	15%	48%	-5
16 BOSE	0%	2%	33%	29%	17%	47%	-
17 GOPRO	0%	2%	39%	31%	15%	46%	-4
18 LENOVO	1%	6%	42%	31%	14%	44%	-3
19 FUJIFILM	0%	3%	37%	24%	18%	42%	NEW
20 BEATS BY DRE	1%	7%	37%	28%	12%	40%	+3

Gen Z Content Creators Reflect on the 2025 Top 100

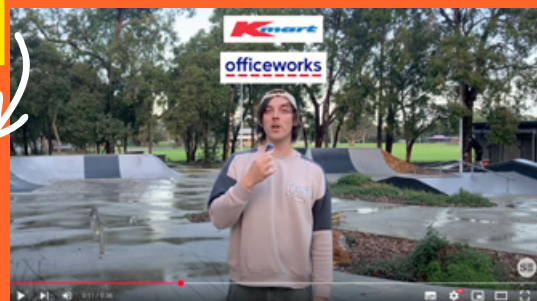
GEN Z ON THE TOP 100



GEN Z ON FOOD



GEN Z ON RETAIL



Extra Credit



STUDENT EDGE'S CONTENT CREATOR NETWORK

Student Edge is all about connecting brands with Gen Z, amplifying student voices, and raising awareness on platforms like TikTok and Instagram. That's why in 2023 we launched our very own content creator network – Extra Credit.

Extra Credit is a digital community of young brand ambassadors who are passionate about Student Edge and our valued partners. This community aims to empower young voices, with content created for young people, by young people.

If you're a brand that wants to connect to Gen Z on a deeper level, we can help.

Scan the QR code below to contact us about our creator network:



Overall Winning Brand



YouTube is again the number one brand in 2025, liked or loved by 90% of all respondents. It has held the top spot across all four waves of the Student Edge Top 100 Brands research, from 2019 to 2025.

This year, YouTube is most strongly associated with understanding Gen Z culture. It is also seen as being on trend and offering high quality content. These associations reflect the platform's ability to adapt and stay relevant in a fast-changing digital environment.

YouTube continues to be a space for entertainment, creativity, and self-expression. At the same time, it has grown into a valuable tool for learning. The platform supports students through accessible educational content and fosters a sense of community by bringing like-minded people together. With the rising use of tools like ChatGPT, YouTube remains a trusted and engaging space for independent learning and shared experiences.



A wide range of videos to watch, which can be purely for entertainment, but also for education. It is a good platform to spread awareness, or become famous, as the platform is free to use. It has connected continents, since videos can be shared and viewed from anywhere in the world.

18yrs, woman, VIC





Overall Brand Ranking

1  YouTube	26  Domino's	51  Samsung
2  Spotify	27  Lego	52  Commonwealth Bank
3  Kmart	28  McDonald's	53  New Balance
4  Google	29  Uniqlo	54  CeraVe
5  Netflix	30  7 Eleven	55  PayPal
6  Officeworks	31  Boost Juice	56  The North Face
7  Instagram	32  Microsoft	57  Dyson
8  JB Hi Fi	33  Nivea	58  H&M
9  Aldi	34  Target	59  Timezone
10  Nike	35  Cotton On	60  Canon
11  Chemist Warehouse	36  Vaseline	61  Uber
12  Woolworths	37  Amazon	62  Chatime
13  Google Maps	38  Ben & Jerry's	63  TikTok
14  Apple	39  Dettol	64  Reddit
15  IKEA	40  Rebel Sports	65  Converse
16  Coles	41  Costco	66  Nando's
17  Big W	42  HOYTS Cinemas	67  Sushi Hub
18  KFC	43  Nintendo	68  Asics
19  Subway	44  Dove	69  Amazon Prime Video
20  Krispy Kreme	45  Guzman y Gomez	70  Duolingo
21  Adidas	46  Grill'd	71  Pizza Hut
22  Bunnings Warehouse	47  Pinterest	72  The Reject Shop
23  ChatGPT	48  WhatsApp	73  Zone Bowling
24  Sony	49  Disney+	74  Puma
25  Canva	50  Hungry Jack's	75  Yo-Chi

76	 UberEats	101	 Xbox	126	 L'Oréal
77	 Messenger	102	 Facebook	127	 Lenovo
78	 Priceline	103	 Foot Locker	128	 Red Rooster
79	 San Churro	104	 The Body Shop	129	 Cotton On Body
80	 Playstation	105	 HP	130	 The Ordinary
81	 eBay	106	 Logitech	131	 Betty's Burgers
82	 Snapchat	107	 Under Armour	132	 Sephora
83	 Myer	108	 Universal Store	133	 Sushi Sushi
84	 JBL	109	 Jordan	134	 Vodafone
85	 Gong Cha	110	 Oporto	135	 Ticketek
86	 Event Cinemas	111	 Gillette	136	 FILA
87	 Steam	112	 Crocs	137	 Peter Alexander
88	 Discord	113	 Bose	138	 Starbucks
89	 Specsavers	114	 Champion	139	 ANZ
90	 Telstra	115	 JD Sports	140	 Stan
91	 Rexona	116	 DoorDash	141	 Fujifilm
92	 Casio	117	 GoPro	142	 The Athlete's Foot
93	 LG	118	 Roblox	143	 Gelatissimo
94	 IGA	119	 Vans	144	 Reebok
95	 Optus	120	 Typo	145	 The Good Guys
96	 Dymocks	121	 Strike	146	 La Roche-Posay
97	 EB Games	122	 Mecca	147	 Epic Games
98	 Kathmandu	123	 Zoom	148	 T2
99	 Adobe	124	 Harvey Norman	149	 QBD Books
100	 Platypus	125	 Baskin Robbins	150	 Ralph Lauren

Overall Brand Ranking

151  Maybelline	176  Glassons	201  Depop
152  Factories	177  City Beach	202  ASOS
153  NAB	178  Holey Moley	203  SoundCloud
154  Beats by Dre	179  Medibank	204  Rimmel
155  Jay Jays	180  Etsy	205  Hero Sushi
156  Zara	181  Mad Mex	206  Culture Kings
157  Dell	182  Ticketmaster	207  General Pants
158  Sharetea	183  Mac	208  Temu
159  ASUS	184  Bupa	209  Riot Games
160  Zambrero	185  Neutrogena	210  X (Twitter)
161  Hype	186  Roll'd	211  Ubisoft
162  Fitbit	187  EA Sports	212  Crust Pizza
163  Speedo	188  Glue Store	213  Twitch
164  David Jones	189  Binge	214  Garmin
165  Google Chrome Book	190  Acer	215  Ally Fashion
166  Westpac	191  The Iconic	216  Anytime Fitness
167  Lovisa	192  Apple Music	217  Cinnabon
168  Microsoft Teams	193  The Coffee Club	218  OPSM
169  MyGov	194  Shein	219  Durex
170  Lululemon Athletica	195  Gymshark	220  Superdry
171  Schnitz	196  LinkedIn	221  Charlotte Tilbury
172  Lush	197  Razer	222  Princess Polly
173  Supré	198  Sushi Train	223  Amaysim
174  Lacoste	199  Afterpay	224  Sennheiser
175  Apple TV Plus	200  Dr Martens	225  Dotti

226  Decathlon

227  Audible

228  Bondi Sands

229  Aussie Broadband

230  Everyday Mobile

231  Aldi Mobile

232  White Fox Boutique

233  Oppo

234  Johnson's

235  NRMA

236  Kogan Mobile

237  Nude by Nature

238  Oscar Wylee

239  Shopback

240  ghd

241  Hismile

242  Goodlife Health Clubs

243  Gami Chicken

244  Fitness First

245  CashRewards

246  ING

247  Revolut

248  Zip

249  BeReal

250  Threads

251  iFLY

252  Belkin

253  Belong

254  UBank

255  Up

256  Wise

257  TPG

258  Youi

259  Snap Fitness

260  Drunk Elephant

261  Revo Fitness

262  Suncorp

263  Rest

264  Macquarie Bank

265  Jetts Fitness

266  ECHT

267  Dodo

268  Boost Mobile

269  Telegram

270  AHM

271  Bankwest

272  PE Nation

273  WeChat

274  Coles Mobile

275  Bailey Nelson

276  iiNet

277  Hostplus

278  Tinder

279  OnePass Mobile

280  Bumble

281  NIB

282  Milkrun

283  Bluesky

284  Bank of Queensland

285  Stake

286  Lebara

287  Superhero

288  MooMoo

289  Spaceship

290  Raiz

291  Swoop

292  Buddy Telco

293  Tiger Brokers

294  Konec

295  NuMobile

About this report



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.org for more.

YOUTH INSIGHT

Powered by **STUDENT EDGE**

YouthInsight is the market research arm of Student Edge. YouthInsight arose from a desire to share our understanding of Australia's Gen Z. Having worked with industry leaders in finance, education, technology, 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 research insights have on transforming and clarifying understanding, product development and go-to-market strategies.

Visit youthinsight.com.au for more.



Complementary Deep Dive

Australia's Top 100 Youth Brands research additionally collects and analyses detailed information about Gen Zs, including understanding their attitudes, values driving purchase, and behaviours in relation to brands and brand categories of focus.

If you have questions about participant demographics, their behaviours, brand values, attitudes of your brand's advocates and how these respondents differ to the total population - we've got you covered.

YouthInsight and Student Edge will develop a customised brand report and take 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

e: support@youthinsight.com.au

t: 1300 THE EDGE (843 333)



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