

METHODOLOGY

America's Best of the Best 2025

in collaboration with

Newsweek

statista  July 2025



For the second time, Newsweek and Statista have awarded brands in America's Best of the Best Ranking

Ranking's cornerstones



Relevance of Ranking

- The **America's Best of the Best 2025** ranking was determined through an independent survey, and the results are based on over **190,000 customer evaluations** across a wide range of brands **in the United States**. Participants included individuals who had made purchases, used services, or researched products and services within the past three years.
- The top 3 to 5 brands in each category—depending on category size—with the highest scores were recognized as America's Best Retailers 2025.
- The field period ran from **February to June 2025**. In total the survey took an average of around 11 minutes to complete.



Executive Summary

- **Title of ranking:** America's Best of the Best 2025
- **Media partner:** Newsweek
- **Edition:** 2nd
- **Number of awardees:** 636
- **Methodology:** *An independent survey was conducted via a panel survey of American customers*
- **Criteria used for determining rank:** Final rankings were determined by two components: **Likelihood of Recommendation** and **three evaluation criteria**: Joy of use, Customer Service, and Trust. The survey covered 164 categories of retailers and service providers, reflecting diverse customer experiences in retail, online, and service sectors. For **brick-and-mortar categories**, only brands present in at least two U.S. census regions were considered. In **online categories**, inclusion was limited to those operating primarily online and offering services within the United States.

The analysis of the best retailer is based on more than **190,000 customer evaluations**

Data collection through online access panels



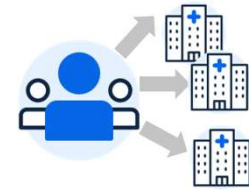
Online Access Panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.



Participants

Individuals who have either made purchases, used services, or gathered information about products or services in the past three years (i.e., 2022- March 2025)



Survey

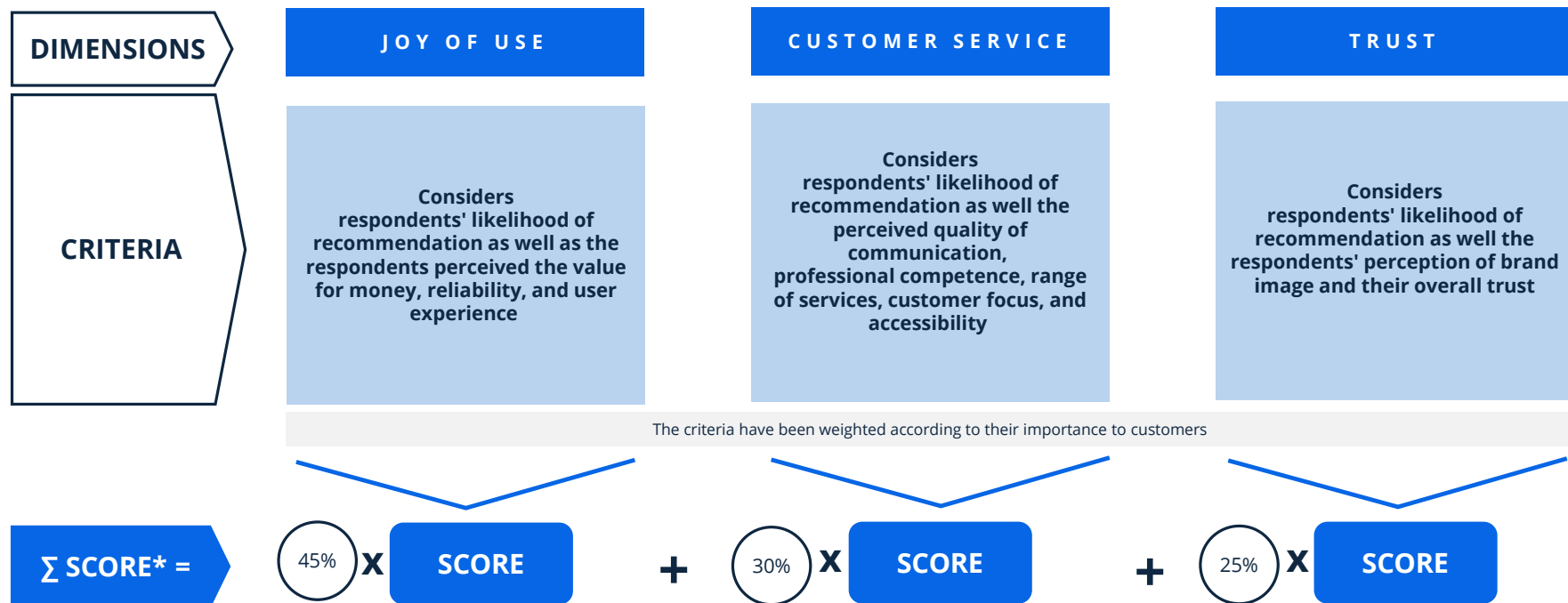
The brands awarded have each received **on average 100 evaluations** from customers. The surveys were conducted from **February to June 2025**.

In total the survey took an average of **11 minutes** to complete.

The survey was conducted using online access panels, providing a representative sample **in the United States**, with different demographic profiles. Each of them gave an evaluation of several brands: **in total 190,000** evaluations have been collected.

The score is built using three main criteria weighted according to their importance to customers

Overview



Notes:

*The evaluation criteria are weighted according to the importance that respondents gave them in the survey

*If available, last year's score was also included with a smaller weight

Categories (1/9)



Brick-and-Mortar Retailers: Clothing

1. Apparel
2. Athletic Apparel
3. Baby/Children's Products
4. Bridal Fashion
5. Department Stores
6. Discount Clothing
7. Fashion Accessories
8. Footwear (multi-brand)
9. Footwear (single-brand)
10. Jewelry
11. Jewelry High-End
12. Lingerie & Underwear
13. Luxury Fashion & Accessories
14. Outdoor Apparel
15. Premium Apparel
16. Purses/Bags
17. Secondhand Products
18. Women's Apparel

Categories (2/9)



Brick-and-Mortar Retailers: Food, Health and Beauty

1. Chocolate & Candy Stores
2. Convenience Stores
3. Discount Supermarkets
4. Eyewear
5. Hearing Care
6. Perfume & Cosmetics
7. Pharmacies & Drugstores
8. Supermarkets
9. Superstores & Warehouse Club Stores



Brick-and-Mortar Retailers: Home Goods

1. Arts & Crafts
2. Auto Supplies
3. Bookstores
4. Camping & Outdoor Gear (Hunting, Fishing)
5. Discount Home Goods
6. Electronics
7. Furniture
8. Home Goods & Decor
9. Home Improvement Stores
10. Music/Games/Comics
11. Pet Care
12. Premium Furniture
13. Sporting Goods/Equipment (Team sports, Golf etc.)
14. Toys

Categories (3/9)



Catering, Restaurants and Leisure

1. Bagel & Sandwich Chains
2. Casual Dining Restaurant Chains
3. Coffeehouse Chains
4. Doughnut Chains
5. Fast-Casual Restaurant Chains
6. Fast-Food Restaurant Chains
7. Ice Cream & Frozen Yogurt Stores
8. Movie Theaters
9. Pizza Chains
10. Upscale Chain Restaurants



Online Retailers: Clothing

1. Apparel (Online)
2. Baby & Children's Products (Online)
3. Footwear (Online)
4. Jewelers (Online)
5. Luxury Fashion & Accessories (Online)
6. Men's Accessories (Online)
7. Occupational Clothing (Online)
8. Women's Apparel (Online)

Categories (4/9)



Online Retailers: Food, Health and Beauty

1. Adult Beverages
2. Contact Lenses (Online)
3. Eyewear Retailers (Online)
4. Groceries (Online)
5. Meal Kit Services
6. Medical Supplies (Online)
7. Perfume & Cosmetics (Online)
8. Restaurant Delivery Services
9. Shopping TV Channels
10. Subscription Boxes (Clothing & Other)
11. Subscription Boxes (Makeup & Cosmetics)
12. Vegan & Vegetarian Products (Online)



Online Retailers: Home Goods

1. Booksellers (Online)
2. Consumer Electronics (Online)
3. Flower Retailers (Online)
4. Home Furnishings (Online)
5. Lighting (Online)
6. Office Supplies (Online)
7. Online Home Stores
8. Secondhand Products (Online)

Categories (5/9)



Online Retailers: Sports and Leisure

1. Bicycles (Online)
2. Costumes and Accessories (Online)
3. Electronic Cigarettes (Online)
4. Fishing Equipment and Clothing (Online)
5. Hobby Store, Model Making (Online)
6. Hunting Gear & Equipment (Online)
7. Musical Equipment (Online)
8. Party Supplies (Online)
9. Pet Food and Pet-Related Products (Online)
10. Photo and Video Equipment (Online)
11. Sports & Fitness Nutrition (Online)



Online Retailers: Transportation

1. Auto Parts Retailers (Online)
2. Automotive Marketplace (Online)
3. Motorcycle Parts & Accessories (Online)
4. Tire and Wheel Manufacturers (Online)

Categories (6/9)



Online Services and Digital Products

1. Book Printing Services
2. Business Printing Services
3. Cloud Storage & Cloud Computing Services
4. Email Services
5. Employment Search Engines
6. Internet Service Providers
7. Language E-Learning Platforms
8. Mobile Carriers & Telecommunications
9. Music Streaming Services
10. Online Dating Sites & Apps
11. Price-Comparison Websites
12. Streaming Services (TV, Video & Movies)
13. Ticketing Services
14. Wedding Registries



Services: Beauty and Wellness

1. Fitness Centers
2. Hair Salons
3. Nutrition & Weight-Loss Programs
4. Spas, Wellness & Beauty



Services: Employment, Education and Child Care

1. Child Care Services
2. Language Schools
3. Nanny and Au Pair Agencies
4. Temporary Employment Agencies
5. Tutoring Services

Categories (7/9)



Services: Insurance

1. AD&D Insurance (Accidental Death and Dismemberment Insurance)
2. Auto Insurance
3. Disability Insurance
4. General Liability Insurance
5. Health Insurance
6. Homeowners Insurance
7. Life Insurance
8. Retirement Planning Solutions
9. Supplemental Insurance
10. Travel Insurance



Services: Personal Services, Home Care and Maintenance

1. Automotive Repair
2. Car Washes
3. Dry-Cleaning Services
4. Handyman Referral Services and Home Repairs
5. Home Security
6. Home-Care Services For Seniors and Disabled
7. House Cleaning and Maid Services
8. Storage Centers

Categories (8/9)



Services: Real Estate and Banking

1. Asset Management
2. Commercial Banks
3. Crowdfunding Platforms
4. Online Banking
5. Payment Services
6. Real Estate Agencies
7. Real Estate Database
8. Trading & Brokerage Services

Categories (9/9)



Services: Transportation and Travel

1. Airlines
2. Amusement Park Experience
3. Apartment Hotels, Extended Stays
4. Budget Hotels (1 to 2 Stars)
5. Bus Carriers
6. Car Rental
7. Carsharing
8. Cruise Operators
9. Flights, Hotels & Holiday Deals Search Engines
10. Gas Stations
11. Low-Cost Airlines
12. Luxury Hotels (5 Stars)
13. Mid-Range Hotels (3 Stars)
14. Moving Services
15. Music Festivals
16. Premium Hotels (4 Stars)
17. Shipping & Delivery Services
18. Spa Resort & Retreat
19. Travel Agencies
20. Travel Management
21. Vacation Rentals

Legal disclaimer for the ranking America's Best of the Best 2025

Disclaimer

The rankings are comprised exclusively of retailers that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on peer recommendations and publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the last three calendar years. Furthermore, events following May 31, 2025, and/or pertaining to individual persons affiliated/associated to the retailers were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about retailers or, if possible, accompanied by a visit to a retailer. The quality of retailers that are not included in the rankings is not disputed.