

TOP 50 BRANDS AMONG PARENTS OF US YOUTH

Rank	PARENTS OF KIDS 6-8	PARENTS OF TWEENS 9-12	PARENTS OF TEENS 13-17
1	Netflix	Netflix	Netflix
2	Amazon	Amazon	Google
3	Hershey's	Google	Hershey's
4	Disney+	Oreo	Amazon
5	Crayola	Crayola	Oreo
6	Target	Lay's	Doritos
7	M&M'S	Toy Story	Cheetos
8	Toy Story	Hershey's	M&M'S
9	Google	YouTube	Kit Kat
10	Oreo	Reese's	Chips Ahoy!
11	Doritos	Kit Kat	Reese's
12	McDonald's	Target	Crayola
13	YouTube	Cuties	Lay's
14	Cuties	Doritos	YouTube
15	PBS KIDS	SNICKERS	Tropicana
16	LEGO	Dove	Ritz
17	Lay's	Coca-Cola	SNICKERS
18	Scooby-Doo!	Disney+	Nike
19	Super Mario	LEGO	Dairy Queen
20	Prime Video	Prime Video	Sharpie
21	Pringles	Goldfish	Disney+
22	Minions	Bath & Body Works	Cheez-It
23	Disney Channel	Scooby-Doo!	Dove
24	Halos	Super Mario	Minute Maid
25	Kraft Macaroni & Cheese	Chips Ahoy!	Walmart
26	Cheetos	Nike	Toy Story
27	Dairy Queen	Sharpie	Kraft Macaroni & Cheese
28	Goldfish	Pringles	Adidas
29	Kit Kat	TWIX	Cuties
30	Nike	Halos	Target
31	Reese's	M&M'S	Pringles
32	Dove	Tropicana	Halos
33	SNICKERS	Dairy Queen	Quaker
34	Ritz	UNO	TWIX
35	Chips Ahoy!	Adidas	Honey Nut Cheerios
36	Skittles	Cheez-It	UNO
37	Nickelodeon	Dunkin'	Bath & Body Works
38	TWIX	Disney Channel	Smucker's
39	UNO	Welch's Fruit Snacks	iPhone
40	Ulta Beauty	Olive Garden	Monopoly
41	Samsung Galaxy	Kraft Macaroni & Cheese	Super Mario
42	Eggo	Starburst	Prime Video
43	Play-Doh	Superman	Goldfish
44	Frozen	Cheerios	Best Buy
45	Domino's	Cheetos	Under Armour
46	YouTube Kids	Mott's	Cinnamon Toast Crunch
47	Smucker's	Minute Maid	Spotify
48	Scholastic	PlayStation	Skittles
49	Hot Wheels	Walmart	Jif
50	Cinnamon Toast Crunch	Monopoly	Quaker Chewy

Source: Nationally representative sample of 9,297 parents of U.S. youth ages 6-17. Fielded July 2020.