

# TOP 50 BRANDS AMONG US YOUTH

Rank	KIDS 6-8	TWEENS 9-12	TEENS 13-17
1	McDonald's	YouTube	YouTube
2	YouTube	Oreo	iPhone
3	Oreo	Netflix	Netflix
4	M&M'S	Lay's	Hershey's
5	Netflix	Google	M&M'S
6	Disney+	iPhone	Oreo
7	Hershey's	Hershey's	Google
8	Doritos	M&M'S	Amazon
9	Cheetos	Doritos	Nike
10	Nintendo Switch	Cheetos	Doritos
11	Disney Channel	PlayStation	Cheetos
12	Kit Kat	McDonald's	Chips Ahoy!
13	Lay's	Kit Kat	Instagram
14	Crayola	Reese's	iPad
15	YouTube Kids	Chips Ahoy!	KitKat
16	LEGO	Starburst	Reese's
17	Chips Ahoy!	Nintendo Switch	Lay's
18	Pringles	iPad	AirPods
19	Goldfish	Nike	Spotify
20	iPhone	Amazon	McDonald's
21	iPad	Skittles	Xbox
22	Kraft Macaroni & Cheese	Kraft Macaroni & Cheese	Pringles
23	Starburst	Disney+	Dairy Queen
24	Skittles	Halos	Disney+
25	Cuties	SNICKERS	PlayStation
26	Welch's Fruit Snacks	Disney Channel	Starburst
27	Nickelodeon	Cheez-It	Skittles
28	PlayStation	Pringles	Kraft Macaroni & Cheese
29	Lunchables	TWIX	Chick-fil-A
30	Fruit Roll-Ups	Roblox	Cheez-It
31	Kinder Joy	Sour Patch Kids	Taco Bell
32	Target	Cuties	Hostess
33	Reese's	Pop-Tarts	GameStop
34	Capri Sun	Fruit Roll-Ups	Gatorade
35	Airheads	Goldfish	Apple Music
36	Cinnamon Toast Crunch	Fruit by the Foot	Pop-Tarts
37	Toy Story	Lucky Charms	Vans
38	Fruit by the Foot	Fanta	Adidas
39	Play-Doh	Welch's Fruit Snacks	Snapchat
40	Dairy Queen	Dairy Queen	Sour Patch Kids
41	Fruit Gushers	Lunchables	SUBWAY
42	Go-GURT	Crayola	Cinnamon Toast Crunch
43	Minions	Xbox	TWIX
44	Eggo	Hostess	Under Armour
45	Sour Patch Kids	Little Debbie	FaceTime
46	Lucky Charms	LEGO	Nintendo Switch
47	Google	Haribo	Dunkin'
48	PBS KIDS	Target	SNICKERS
49	Nerf	Chick-fil-A	Eggo
50	Domino's	GameStop	Totino's

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