Brand America 2025: The impact of being perceived as an American brand in international markets

Being an American brand may come with challenges in international markets, according to **Brand America 2025**, a new 10-country survey from Ipsos.

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How Ipsos helps businesses Know the New America

Key Takeaways

Across 10 countries, being **identified as an American brand** is correlated with a **negative impact on trust and purchase intent.**

An American brand image had the **sharpest negative impact** on trust and purchase consideration among **people in the U.K.**

When asked to name brands that they associate with America, **Apple** was the most commonly mentioned across these 10 countries.

What does it mean to be an American brand today?

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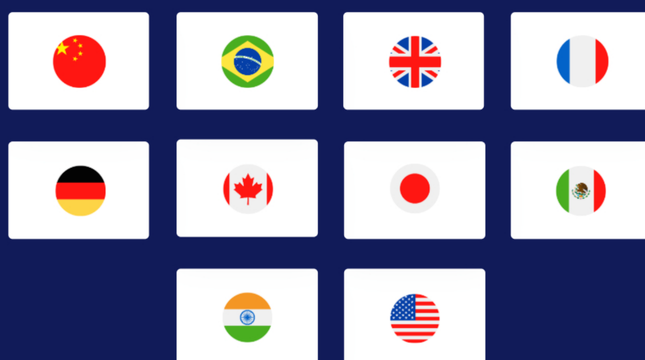
The modern brand landscape is international and interconnected. Supply chains and markets are global. Consumer trends and consumer spending crisscross the world.

That landscape has powered remarkable growth from American brands, products, and services, which remain some of the United States' most recognizable and powerful economic *and* cultural exports.

But in 2025, **which brands do global consumers view as American?** Which are perceived as international? And in times of change, how do those associations influence shoppers' attitudes?

Ipsos conducted a survey of 8,010 adults in **China, Brazil, the United Kingdom, France, Germany, Canada, Japan, Mexico,** and **India** — along with 1,001 Americans — to find out.



How consumers in other countries view American brands

The findings from Ipsos' **Brand America 2025** report are consistent: If a brand is perceived as American, **then there is a negative impact on trust and purchase intent across non-U.S. markets**.

That's true everywhere except in the U.S., where an American brand perception is a **net positive for trust and purchase intent**.

Purchase intent and trust are negatively impacted when brands are perceived as American (except in U.S.)

	Purchase Impact	Trust Impact
United States	+6	+9
Global Average	-22	-21
Mexico	-15	-22
Brazil	-20	-20
Canada	-22	-21
China	-22	-19
India	-17	-10
Japan	-15	-22
France	-22	-18
Germany	-15	-20
Great Britain	-26	-22

When averaged across brand and countries, these negative effects amount to about a **20-point drop** in both purchase intention and trust, with the **greatest downside of American associations occurring in the United Kingdom**.

Across all 10 countries surveyed, those who perceive a brand as "international" are

more likely to trust the brand and to **say they would purchase from the brand**.

The American brands that are top of mind across markets

Across markets, people **most frequently named Apple** as the first American brand to come to mind.

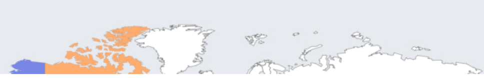
Q: What brands come to mind when you think of the United States of America?

10-country average | Apple

China · Brazil · Mexico · Great Britian · France · Germany · India · Canada · Japan · United States

Brands mentioned first

Apple	Nike	Coca-Cola	Ford
China, Mexico, Great Britain, Canada, India, Japan	Brazil	France, Germany	United States



Implications for brand leaders

Where your brand stands depends on where you sit.

If you are selling a U.S.-based brand in other markets, the degree to which you are **perceived as "American" could potentially be damaging**, while the degree to which your competitors are perceived as "American" **could present a real growth opportunity**.

Brand leaders must monitor the **"say-do"** gap **between shoppers' attitudes and actions** in order to strike the right geo-tonal balance without abandoning their core brand identity.

Brands can position themselves for success in this landscape by highlighting their contributions to **global causes and communities**, **collaborating with local businesses and influencers, or focusing on the "American" values which resonate across different cultures.**

Implications for measurement

For the foreseeable future, this is likely to be a highly **fluid but impactful dynamic**. With global contexts and emotions inclined to volatility, steady insights are **essential**.

Brands and insights team must **calibrate their measurements** to monitor the **"say-do gap"** between shoppers' stated intentions and their subsequent actions.

They must also ensure that they are tracking the degree to which their brand — and their competitors — are perceived as **American, global, or local**, and adapt accordingly.

Qualitative methods should be deployed in order to capture the **inherent nuance in emotion and context** at play, and how this varies across markets.

The simple addition of **one question to a tracker** can open many analytic doors.

View Our Webinar

Clifford Young (President of Polling and Societal Trends, Ipsos U.S. Public Affairs) and Chris Murphy (Ipsos NA's Chief Strategy Officer) explain how brands can thrive against a turbulent international backdrop.

How Ipsos Helps Businesses Know the New America

Learn More

Want to learn more?

For access to the complete **Brand America 2025 report**, including a breakdown of **how brands are associated with America in each of these 10 markets**, reach out to:

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Or visit our **Know the New America** page to understand how American brands can navigate shifts in the domestic consumer landscape.

Methodology

These are the results of a 10-country survey conducted by Ipsos on its Global Advisor online platform between Friday, May 23, and Friday, June 6, 2025. For this survey, Ipsos interviewed a total of 9,012 adults aged 18-74 in Canada and the United States, and aged 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Brazil, Canada, mainland China, France, Germany, Great Britain, Japan, and the U.S., and approximately 500 individuals each in India and Mexico.

Samples in Canada, France, Germany, Great Britain, Japan, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, China, India, and Mexico are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data. "The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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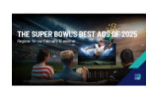

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