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Fastest Growing Brands 2026

The annual ranking of the brands gaining purchasing consideration fastest.

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What's in this report

2026

Methodology

Brand ranking data comes from Morning Consult Intelligence, which surveys consumers on thousands of brands daily among representative samples of U.S. adults. Purchasing consideration reflects the share of consumers who say they are considering purchasing from a brand. Rankings were determined by taking each brand's total purchasing consideration from May 15 to Aug. 15, 2026, and subtracting its consideration over the same window in 2025.

Surveys were fielded continuously online, with results aggregated across each measurement window (May 15-Aug. 15, 2025 and May 15-Aug. 15, 2026) and weighted to be representative of U.S. adults. Our analysis covered 2,800+ brands. A brand needed at least 400 responses in both windows to qualify for an audience's ranking; sample sizes ranged from 408 to 66,655 responses, with margins of error between +/-0.4 and +/-4.1 percentage points. Non-profits, military branches, government entities, and duplicate brand listings were excluded.

Economic data comes from Morning Consult's economic tracking: the Index of Consumer Sentiment, which follows the University of Michigan's five-question methodology, and Morning Consult's monthly consumer spending survey, reported as self-reported spending per adult, adjusted for inflation and seasonality.

BRANDS ELIGIBLE	2,801
DAILY SURVEY INTERVIEWS	30,000+
FIELDWORK	May–August 2026

Get a report on your brand's 2026 growth

Benchmark your brand's growth in purchasing consideration against thousands of other brands, with category and audience positioning.

Get your report

SECTION 01

Growth Trends

01

2026 was a tough year for brand growth

Just 14% of brands saw growth in purchase consideration in 2026 — a five-year low in our tracking

Brand growth was rare in 2026. Of the 2,801 brands eligible for this year's analysis, 86% saw purchasing consideration hold flat or decline, and the typical brand lost nearly 2 points. Contrast that with last year: 94% of brands saw their purchase consideration grow and the typical brand gained just over 3 points in consideration. **This year, fewer than half of one percent of brands managed to grow by 3 points.**

This was not a year of discovery. The 100 fastest growing brands entered the year with a median consideration of 38%, more than double the typical brand's 17%. Just five of those 100 started with a total purchase consideration below 10%. A small handful of industries in our analysis saw growth in at least half of their brands: carbonated soft drinks, juice, chips and frozen foods. Consumers are sticking to grocery store staples and treats.

The stall in consideration is not happening in isolation. We're seeing cooling brand metrics across the board — in usage, trust and favorability. The brands that grew already had high awareness. Purchase consideration grew instead in tandem with favorability and trust.

Take Gap, for example. Its net buzz climbed nearly 5 points between the summers of 2024 and 2025 as campaigns featuring emerging popstars broke through, and favorability had been inching up the year before that. The purchasing consideration followed this year: a 2.5-point gain that put the retailer in our top 25, with even bigger jumps among women and parents.

Of course, catching a viral moment is impressive. But holding on to that momentum is harder. Of the 25 brands that gained the most consideration between the summers of 2024 and 2025, 19 lost ground this year. Growing in one year doesn't mean you'll grow the next, so it's even more impressive when brands can grow year after year. That's why this year's report includes a ranking of the brands that have seen five years of consecutive growth. Those brands are the ones that consumers frequently use — grocery items, delivery and rideshare apps and payment platforms.

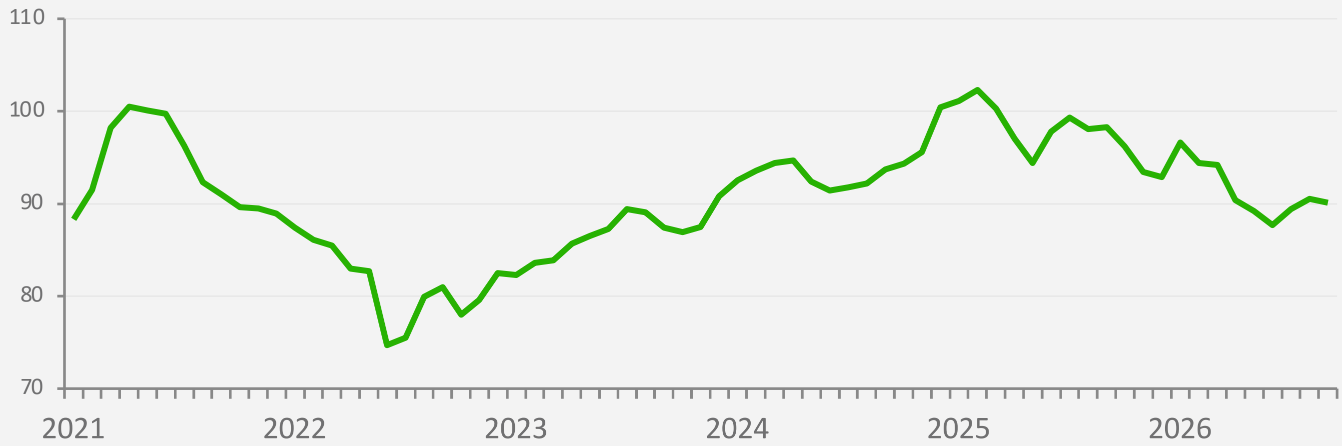
But why does purchase consideration even matter when companies have their own sales figures and quarterly reports to track growth? **Consideration is an early-warning sign (or a leading-indicator) that gives you a sense of where purchases are going**. While real consumer spending is largely staying flat, the share of brands consumers are considering purchasing from is shrinking, and this serves as a broad warning signal.

Source: Morning Consult Intelligence

The economic context: Souring sentiment & k-shape spending dynamics

Consumer sentiment fell 9 points between last year's rankings window and this one, while at the same time the typical brand lost consideration, trust and favorability. Declines in sentiment were largely driven by increased gas prices, which tend to dampen consumers' outlook on the economy. Despite the economic pessimism, real spending per adult stayed essentially flat.

Morning Consult Index of Consumer Sentiment

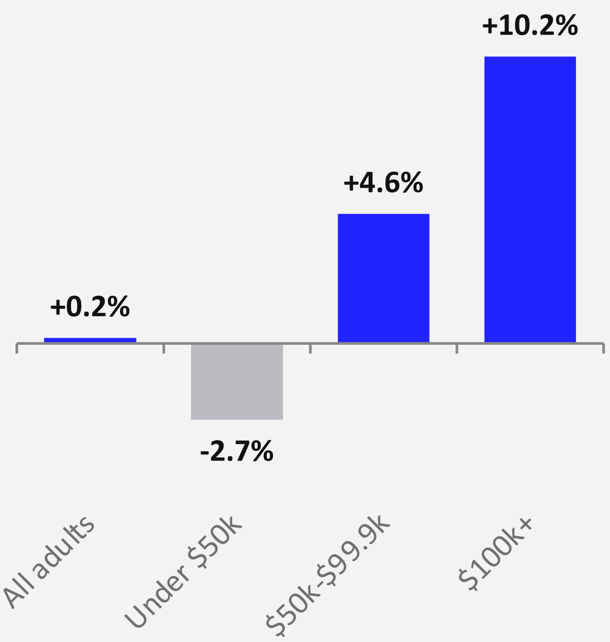


Source: Morning Consult Index of Consumer Sentiment, monthly averages among U.S. adults, Jan. 2021-Aug. 2026.

K-shape spending: High-income earners increased their inflation-adjusted spending robustly at 10.2% year-over-year, while on the other hand, low-income households pulled back by 2.7%. Middle-income households landed in between, with more modest growth. Growing inflation, driven in part by higher gas prices, hits lower income households hardest. That squeeze forces harder tradeoffs in which brands they're willing to consider.

This dynamic shows up in brand-level trends as well: consumers are trading down to value retailers. Notably, however, premium retailers did not see corresponding gains from stronger high-income spending. Instead, high earners concentrated their consideration gains in specialty and everyday categories alongside AI brands.

Real spending, YoY % change



Source: Morning Consult consumer spending data. Inflation-adjusted, seasonally adjusted spending per adult, May-July 2026 average vs. May-July 2025 average, by household income

Key takeaways

1

Brand growth was rare: just 14% of brands grew consideration in 2026, a five-year low, after 94% grew the year before. The typical brand lost nearly 2 points of consideration.

2

The fastest growing brand of 2026 is a relaunched 50-year-old soda: Mr. Pibb. The brand tops nine of our twelve audience rankings, from boomers to TikTok users.

3

Only 40 of 1,101 continuously tracked brands grew every single year for five years. Peacock and Chime saw the largest jumps during this window.

4

Gemini is the only AI brand turning usage into meaningful growth: its consideration rose 4.6 points, alongside gains in trust and favorability.

5

7Brew, a drive-thru coffee chain, is the least-known brand in our top 25. Its rise is young, female and budget-conscious.

6

RTD cocktails passed hard seltzer, tequila, vodka and beer to become the most-considered alcohol category among Gen Z.

7

Gen X is the pullback generation: real spending cut 5.9%, sentiment down 13 points, the steepest of any generation. The brands still growing with them include dollar stores and warehouse clubs

8

For newer brands trying to grow, our surveys show more and more users are turning to AI tools to research new products. AI visibility is table stakes in 2026.

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SECTION 02

The Fastest Growing Brands

02

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The Fastest Growing Brands *Overall*

Largest year-over-year growth in purchasing consideration

01	Mr. Pibb	+11.2
02	Jimmy Dean	+4.7
03	Snickers	+4.7
04	Gemini	+4.6
05	Energizer	+4.0
06	7Brew	+3.7
07	Sweet Baby Ray's	+3.6
08	Domino's	+3.5
09	Listerine	+3.4
10	Five Below	+3.2
11	Zelle	+3.1
12	Febreze	+3.0
13	Marie Callender's	+3.0
14	McCormick	+2.8
15	LongHorn Steakhouse	+2.8
16	Hill's Pet Nutrition	+2.7
17	Jared Jewelers	+2.7
18	Duracell	+2.6
19	Whole Foods Market	+2.6
20	Gap	+2.5
21	Hershey's	+2.5
22	LIFE SAVERS Candy	+2.5
23	Panda Express	+2.5
24	Stouffer's	+2.5
25	Knorr	+2.5

Source: Morning Consult Intelligence

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The *Compounders*

Brands with 5 straight years of growth

Brands that grown each year since 2021, ranked by total gain in purchasing consideration

Rank	Brand	Gain
01	Peacock	+18.0
02	Chime	+15.7
03	DoorDash	+13.6
04	Venmo	+12.7
05	Uber	+12.4
06	Instacart	+12.3
07	Gatorlyte	+12.0
08	Circle K	+11.5
09	Red Bull	+11.3
10	Booking.com	+11.1
11	T-Mobile	+10.6
12	e.l.f.	+10.5
13	Aldi	+10.3
14	7-Eleven	+10.2
15	Lyft	+9.8
16	Sephora	+9.4
17	Don Julio	+9.4
18	Coca-Cola Zero Sugar	+9.2
19	Domino's	+9.2
20	Costco	+8.8
21	Nike	+8.4
22	Coca-Cola	+7.8
23	Hi-C	+7.5
24	Sparkling Ice	+7.4
25	Propel	+7.3

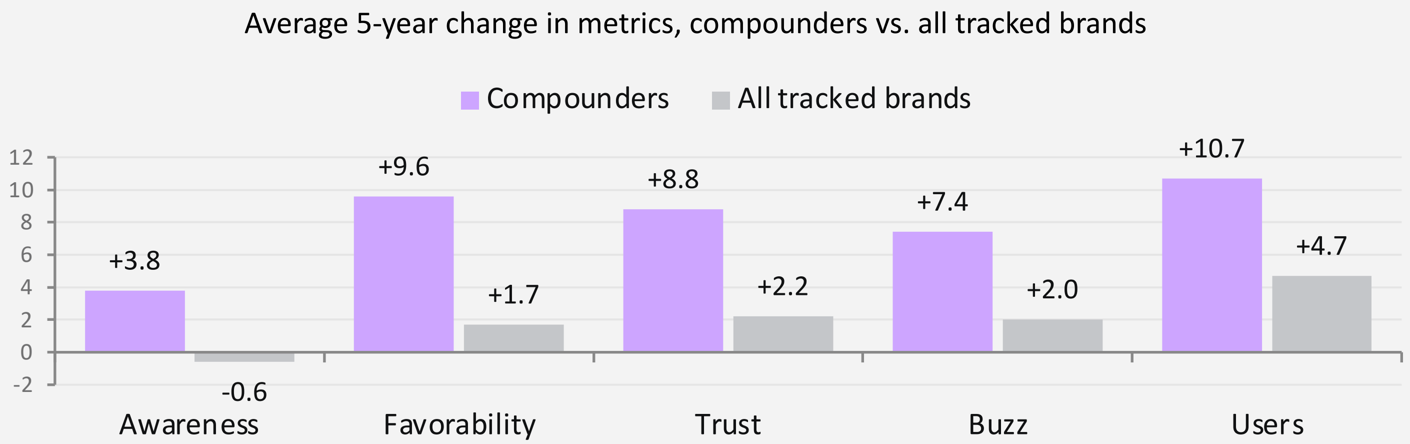
Source: Morning Consult Intelligence. Brands needed qualifying samples in all six May 15-Aug. 15 windows, 2021-2026.

What trends emerge from the brands that have grown consistently?

Just 40 brands grew every year for five years consecutively, the group we're calling the compounders.

This list clusters around a handful of categories. Beverages dominate, highlighting how much that market is shifting: seven of the top 25 are drinks (eight if you count Don Julio). Not a single packaged food brand joins them. Delivery and rideshare take four spots (DoorDash, Uber, Instacart, Lyft), five if you count Domino's, which built its modern business on delivery. Digital finance (Chime and Venmo), convenience stores (Circle K and 7-Eleven), beauty (e.l.f. and Sephora), and value-retail (Aldi and Costco) are also represented by multiple brands.

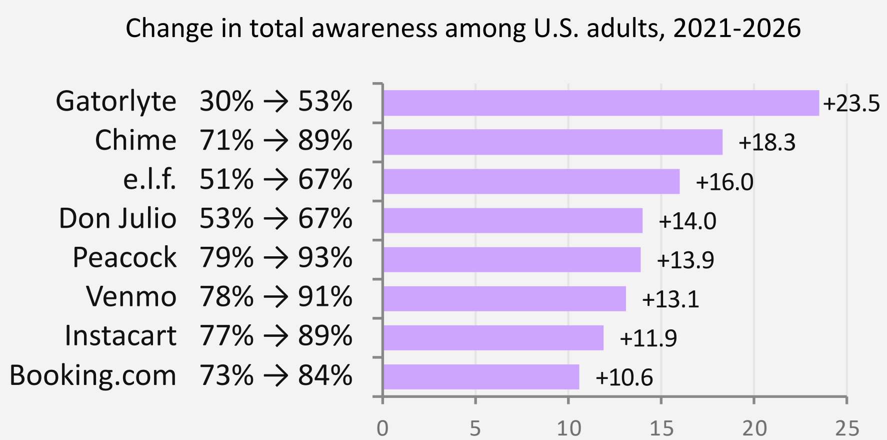
For the most part, these brands didn't spend the last five years introducing themselves. Average awareness across the list was already 88.9%, and it rose just 3.8 points over the period. Instead, the compounders converted familiarity consumers already had into affinity and demand, with favorability up 9.6 points, trust up 8.8 points and self-reported usage up 10.7 points, each several times the movement for a typical brand.



Source: Morning Consult Intelligence. Average same-brand change, May 15-Aug. 15, 2021 vs. May 15-Aug. 15, 2026, among the 40 compounder brands and all 1,283 brands tracked in both windows. Users = share reporting any use of the brand.

The compounders with the largest jumps in awareness

While most of the brands on this list were already well-known, there are a handful of brands whose growth in purchasing consideration was fueled by a jump in awareness.



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The Fastest Growing Brands *through the years*

The top five brands in each ranking Morning Consult has published. Each ranking has followed the same general methodological structure (growth in purchasing consideration over that year), however exact timeframes for growth have shifted.

2020

01 **Zoom**
02 **Peacock**
03 **TikTok**
04 **Instacart**
05 **DoorDash**

2021

01 **Paramount+**
02 **Moderna**
03 **HBO Max**
04 **Coinbase**
05 **TikTok**

2022

01 **Meta**
02 **Crocs**
03 **Beats by Dre**
04 **Stōk**
05 **Milwaukee**

2023

01 **ChatGPT**
02 **Starry**
03 **Zelle**
04 **Shein**
05 **Twisted Tea**

2024

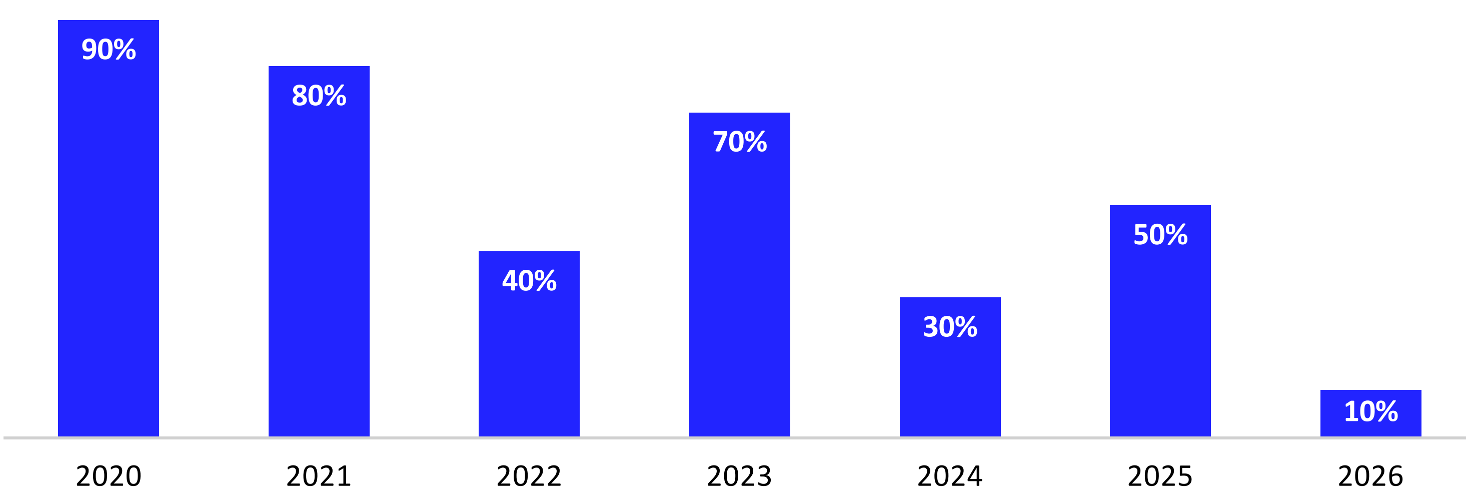
01 **WNBA**
02 **Ben & Jerry's**
03 **Brisk Iced Tea**
04 **Experian**
05 **Microsoft Copilot**

2025

01 **DoorDash**
02 **Fruit of the Loom**
03 **TikTok Shop**
04 **Great Value French Fried Potatoes**
05 **Breyer's Ice Cream**

Tech's dominance of this ranking has waned over the years

Share of tech and digital-first brands in each year's top 10



Source: Morning Consult Intelligence, Fastest Growing Brands annual rankings, 2020-2026. Ranking methodology and survey windows vary by year.

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SECTION 03

Audience Rankings

03

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The Fastest Growing Brands *with Gen Z*

Largest year-over-year growth in purchasing consideration among Gen Z adults

01	Cutwater	+15.5
02	Energizer	+8.5
03	DayQuil	+8.3
04	Hot Pockets	+8.2
05	Monopoly	+7.6
06	7Brew	+6.7
07	Canada Dry	+6.4
08	The Athletic	+6.1
09	Nvidia	+6.1
10	Diet Dr. Pepper	+6.0
11	Advanced Micro Devices (AMD)	+6.0
12	Waste Management	+5.9
13	T-Mobile	+5.8
14	Mountain Dew	+5.7
15	Bayer Aspirin	+5.7
16	Duracell	+5.6
17	Mr. Pibb	+5.5
18	FedEx Office	+5.3
19	Google News	+5.2
20	City Express by Marriott	+5.2
21	Dairy Queen	+5.2
22	Aldi	+5.1
23	Dutch Bros Coffee	+5.1
24	NCAA	+5.0
25	Venmo	+5.0

Source: Morning Consult Intelligence

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The Fastest Growing Brands *with Millennials*

Largest year-over-year growth in purchasing consideration among millennials

01	Mr. Pibb	+11.7
02	Sweet Baby Ray's	+10.3
03	Febreze	+8.4
04	DiGiorno Pizza	+7.9
05	Jimmy Dean	+7.8
06	Hershey's	+7.7
07	McCormick	+7.7
08	Bounty	+7.4
09	Panda Express	+7.1
10	Kraft Singles	+6.9
11	Meta Quest (formerly Oculus)	+6.5
12	Tyson Foods	+6.5
13	CVS ExtraCare	+6.4
14	Snickers	+6.4
15	Propel	+6.2
16	Domino's	+5.7
17	BLACK+DECKER	+5.7
18	Heinz	+5.3
19	Puffs Tissues	+5.3
20	Hellmann's Mayo	+5.2
21	Borden Dairy	+5.1
22	S. Pellegrino	+5.1
23	Five Below	+5.1
24	Same Day Delivery from Target	+5.0
25	Kleenex	+5.0

Source: Morning Consult Intelligence

Morning Consult

The Fastest Growing Brands *with Gen X*

Largest year-over-year growth in purchasing consideration among Gen Xers

01	Mr. Pibb	+15.5
02	Bush's Beans	+9.6
03	PetSmart	+8.3
04	Purell	+7.5
05	Crest	+7.0
06	Jimmy Dean	+5.9
07	Red Robin	+5.9
08	Hidden Valley Ranch	+5.7
09	Energizer	+5.6
10	Tostitos Salsa	+5.6
11	Starz	+5.4
12	Pillsbury	+5.2
13	Jersey Mike's Subs	+5.1
14	Febreze	+5.1
15	Trix	+5.0
16	Venmo	+5.0
17	Blue Bell Ice Cream	+5.0
18	CVS Pharmacy at Target	+5.0
19	Jeep	+4.9
20	J.C. Penney	+4.8
21	Angel Soft	+4.6
22	Nutella	+4.4
23	Seattle’s Best Coffee	+4.4
24	Buc-ee's	+4.3
25	Hi-C	+4.3

Source: Morning Consult Intelligence

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The Fastest Growing Brands *with Baby Boomers*

Largest year-over-year growth in purchasing consideration among baby boomers

01	Mr. Pibb	+9.8
02	Ocean Spray	+9.6
03	Lysol	+9.6
04	Land O'Lakes	+8.5
05	Oral-B	+8.1
06	Energizer	+7.9
07	Listerine	+7.6
08	Nabisco	+7.5
09	Walgreens	+7.2
10	Tylenol	+6.8
11	ZzzQuil	+6.8
12	Snickers	+6.6
13	DocuSign	+6.4
14	Marie Callender's	+6.3
15	TBS	+6.1
16	Bisquick	+6.0
17	Hill's Pet Nutrition	+5.9
18	Head & Shoulders	+5.9
19	Dixie	+5.9
20	Aveeno	+5.8
21	Victoria's Secret	+5.8
22	CVS/Pharmacy	+5.6
23	Nintendo	+5.5
24	Domino's	+5.3
25	Gemini	+5.3

Source: Morning Consult Intelligence

Morning Consult

The Fastest Growing Brands *with Men*

Largest year-over-year growth in purchasing consideration among men

01	Mr. Pibb	+8.7
02	Energizer	+7.6
03	Jimmy Dean	+5.7
04	Hot Pockets	+5.6
05	Dixie	+5.0
06	LIFE SAVERS Candy	+4.7
07	Snickers	+4.4
08	Hershey's	+4.3
09	Febreze	+4.0
10	Listerine	+3.9
11	Häagen-Dazs	+3.9
12	Sweet Baby Ray's	+3.8
13	Gemini	+3.7
14	Dove	+3.6
15	Land O'Lakes	+3.6
16	Duracell	+3.3
17	Circle K	+3.1
18	Hellmann's Mayo	+3.1
19	Tylenol	+3.1
20	Fritos	+3.0
21	Hi-C	+2.9
22	SunChips	+2.9
23	Wrangler	+2.7
24	Snapple	+2.7
25	Continental	+2.7

Source: Morning Consult Intelligence

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The Fastest Growing Brands *with Women*

Largest year-over-year growth in purchasing consideration among women

01	Mr. Pibb	+13.4
02	In-N-Out Burger	+7.4
03	Domino's	+6.9
04	7Brew	+6.8
05	Pedigree	+6.5
06	Vinted	+6.2
07	LongHorn Steakhouse	+6.1
08	Gap	+6.1
09	Kraft Mac & Cheese	+6.0
10	Colgate-Palmolive	+5.9
11	Blue Bell Ice Cream	+5.8
12	Marie Callender's	+5.6
13	Gemini	+5.6
14	TikTok Shop	+5.5
15	Venmo	+5.4
16	Walmart+	+5.3
17	Valvoline Instant Oil Change	+5.3
18	Love's Travel Stops	+5.2
19	Hill's Pet Nutrition	+5.2
20	Bettergoods	+4.9
21	Zelle	+4.9
22	Jared Jewelers	+4.9
23	Wheat Thins	+4.8
24	Perplexity AI	+4.8
25	Head & Shoulders	+4.8

Source: Morning Consult Intelligence

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The Fastest Growing Brands *Income: Under $50k*

Largest year-over-year growth in purchasing consideration among adults with household incomes under $50k

01	Mr. Pibb	+14.8
02	In-N-Out Burger	+7.6
03	Jimmy Dean	+6.4
04	Listerine	+6.3
05	Gemini	+6.0
06	7Brew	+5.7
07	Domino's	+5.6
08	My Little Pony	+5.5
09	Jared Jewelers	+5.2
10	Calm	+5.2
11	Whole Foods Market	+5.1
12	Sweet Baby Ray's	+4.9
13	DiGiorno Pizza	+4.8
14	National Hockey League (NHL)	+4.8
15	Five Below	+4.7
16	Head & Shoulders	+4.7
17	Lean Cuisine	+4.6
18	Energizer	+4.6
19	Advil	+4.5
20	Chime	+4.5
21	Gatorlyte	+4.4
22	Love's Travel Stops	+4.4
23	Humira	+4.4
24	Frank's Red Hot Sauce	+4.4
25	Blue Bell Ice Cream	+4.4

Source: Morning Consult Intelligence

Morning Consult

The Fastest Growing Brands *Income: $50k–$99.9k*

Largest year-over-year growth in purchasing consideration among adults with household incomes of $50k–$99.9k

01	Purell	+9.6
02	Nabisco	+9.2
03	McCormick	+8.8
04	Mr. Pibb	+8.7
05	SunChips	+6.8
06	Duracell	+6.5
07	LongHorn Steakhouse	+6.2
08	Marie Callender's	+5.8
09	Zelle	+5.6
10	Land O'Lakes	+5.6
11	Colgate	+5.4
12	Charmin	+5.4
13	Tide Detergent	+5.3
14	Swiffer	+5.2
15	Monster Energy	+5.1
16	Hot Pockets	+4.8
17	Häagen-Dazs	+4.8
18	Miss Vickie's Chips	+4.8
19	Panda Express	+4.8
20	Oral-B	+4.8
21	Energizer	+4.5
22	TUMS	+4.4
23	Snickers	+4.4
24	Oreo	+4.4
25	Canada Dry	+4.4

Source: Morning Consult Intelligence

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The Fastest Growing Brands *Income: $100k+*

Largest year-over-year growth in purchasing consideration among adults with household incomes of $100k or more

01	Glad	+10.8
02	Cetaphil	+6.5
03	Kraft Heinz	+6.1
04	Duracell	+5.9
05	Gemini	+5.8
06	Perplexity AI	+5.0
07	TBS	+4.5
08	Mr. Pibb	+4.4
09	Marie Callender's	+4.2
10	Anthropic	+4.1
11	Minute Maid Orange Juice	+3.9
12	Clorox	+3.9
13	Amazon Shipping	+3.6
14	Hershey's	+3.6
15	Chobani	+3.2
16	Play-Doh	+2.8
17	JBL	+2.7
18	Sunkist	+2.7
19	Aveeno	+2.6
20	Sonic Drive-In	+2.6
21	Poppi	+2.5
22	Kettle Brand	+2.4
23	Wayfair	+2.3
24	Oakley	+2.3
25	Newman's Own	+2.1

Source: Morning Consult Intelligence

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The Fastest Growing Brands *with Parents*

Largest year-over-year growth in purchasing consideration among parents

01	Mr. Pibb	+10.2
02	Febreze	+10.2
03	Folgers	+10.1
04	Glad	+8.8
05	Sweet Baby Ray's	+8.1
06	J.C. Penney	+7.0
07	Windex	+6.8
08	Gap	+6.6
09	Ritz Crackers	+6.1
10	Hershey's	+6.1
11	NASCAR	+6.0
12	Ruffles	+6.0
13	Dickies	+5.8
14	Lay's	+5.5
15	Stouffer's	+5.2
16	Kraft Singles	+5.2
17	Red Robin	+5.1
18	Tostitos Salsa	+4.9
19	Snickers	+4.7
20	Meta AI	+4.6
21	NYX Professional Makeup	+4.6
22	Welch's	+4.5
23	7Brew	+4.5
24	Heinz	+4.4
25	Same Day Delivery from Target	+4.4

Source: Morning Consult Intelligence

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The Fastest Growing Brands *with TikTok Users*

Largest year-over-year growth in purchasing consideration among TikTok users

01	Mr. Pibb	+12.8
02	Milo's Lemonade	+8.5
03	7Brew	+7.2
04	Gemini	+6.4
05	Mountain Dew	+6.4
06	ChatGPT	+5.8
07	McDonald's	+5.3
08	La Roche-Posay	+5.2
09	Chick-fil-A	+5.1
10	Anthropic Claude	+4.9
11	Wingstop	+4.8
12	Yeti Coolers	+4.4
13	Budweiser	+4.4
14	Kettle Brand	+4.3
15	7-Eleven	+4.3
16	Expedia	+4.2
17	Walmart+	+4.1
18	Motrin	+4.0
19	Norwegian Cruise Line	+3.8
20	BiC	+3.6
21	Uber	+3.4
22	Vinted	+3.3
23	DirecTV	+3.1
24	Sprite Zero Sugar	+3.1
25	YouTube Premium	+3.0

Source: Morning Consult Intelligence

SECTION 04

Case Studies and Audience Spotlights

04

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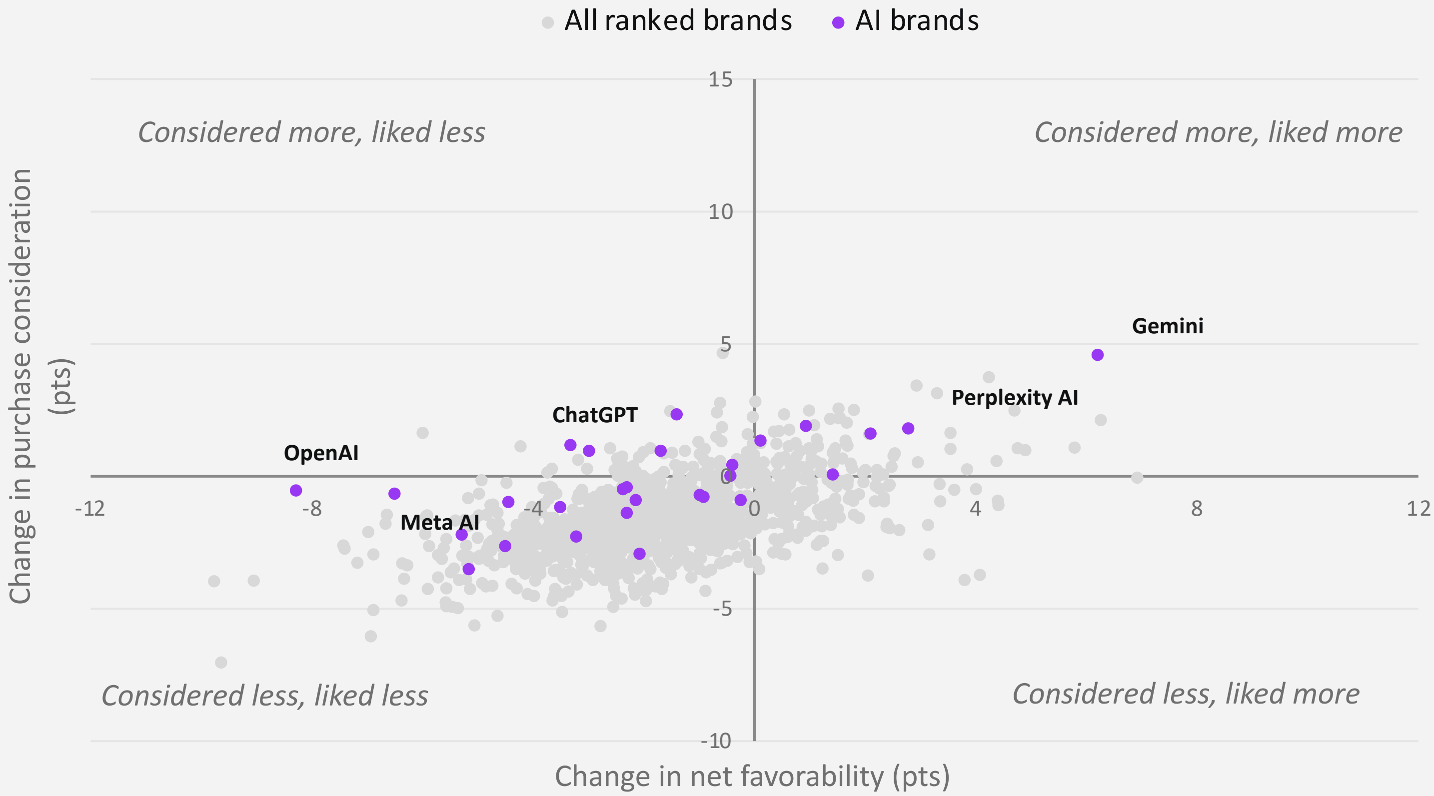
Consumers are using AI more but liking it less, which is a problem for long-term growth

Consideration tends to grow either alongside or shortly after affection. That's what makes AI's position precarious. Most of the AI brands we track are seeing trust and favorability either flatline or slip. ChatGPT shows the implications clearest — its trust fell 5.5 points this year while its growth in consideration collapsed from 10 points last year to 1 this year.

Gemini, which saw the biggest growth in consideration amongst the AI cohort, isn't in the same precarious position. It is also seeing gains in trust, favorability and buzz. It is the only AI brand to crack the top five in any of our twelve audience rankings, and it did it in four of them. Gemini grew fastest with TikTok users (+6.4 points), consumers earning under $50k (+6.0), those earning $100k or more (+5.8), and women (+5.6).

Growth in consideration vs. growth in net favorability



Source: Morning Consult Intelligence. May 15-Aug. 15 windows, 2025 vs. 2026, U.S. adults. Gray cloud is a random 1,200-brand sample of the 2,780 with data on both metrics.

This data also shows that Gemini is catching up to ChatGPT in mass market consumer sentiment. ChatGPT still leads the category in consideration, but its lead over Gemini has shrunk from 8.5 points in early 2024 to under 4 today. Consideration follows affection, and right now every affection metric is moving Gemini's way.

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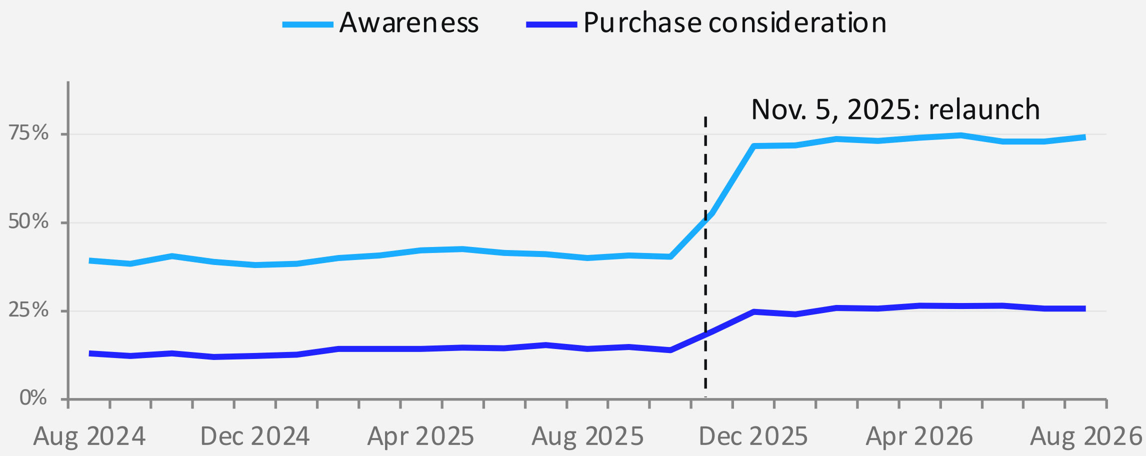
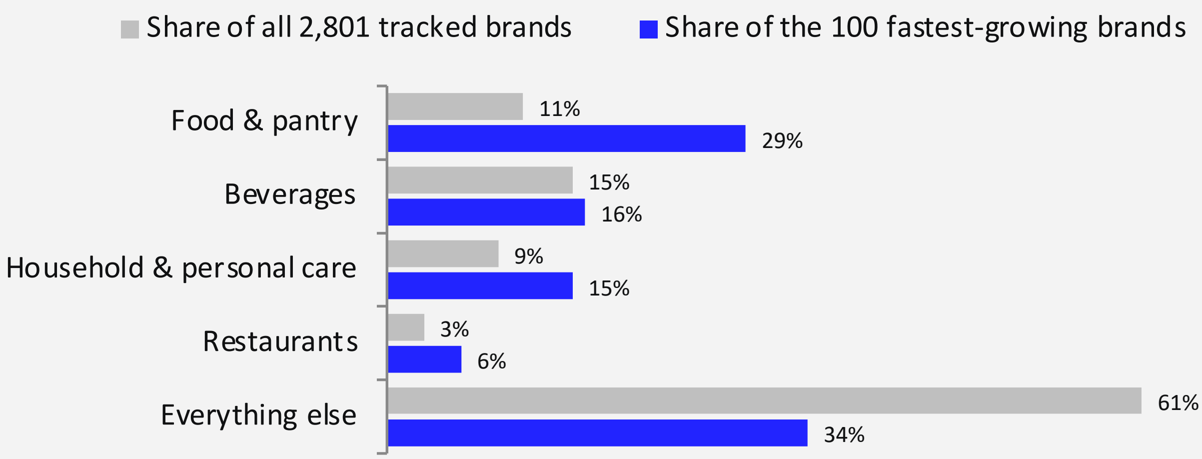
Why the fastest growing brand of 2026 is a 50-year-old soda

On Nov. 5, 2025, Coca-Cola retired the Pibb Xtra name after 24 years and put Mr. Pibb back on shelves with a new formula, 30% more caffeine and a slogan declaring it to have a “bold kick of cherry.” Awareness for the brand had been flat, but it rose quickly. Purchase consideration doubled right behind that bump in awareness. Now, Mr. Pibb tops nine of our twelve audience rankings and was also the No. 1 trust gainer in our 2026 Most Trusted Brands report.

Awareness and purchase consideration for Mr. Pibb trended over time



The broader grocery context: Mr. Pibb’s rise is largely thanks to the brand’s relaunch. But it isn’t the only grocery item to land in this year’s report. Kitchen-table categories make up 35% of the brands we track but 60 of the 100 fastest growing brands. These brands saw their consideration rise more modestly than Mr. Pibb’s 11-point jump. But in a year where consumers are feeling squeezed, the familiar and reliable brands are the ones they are turning to.



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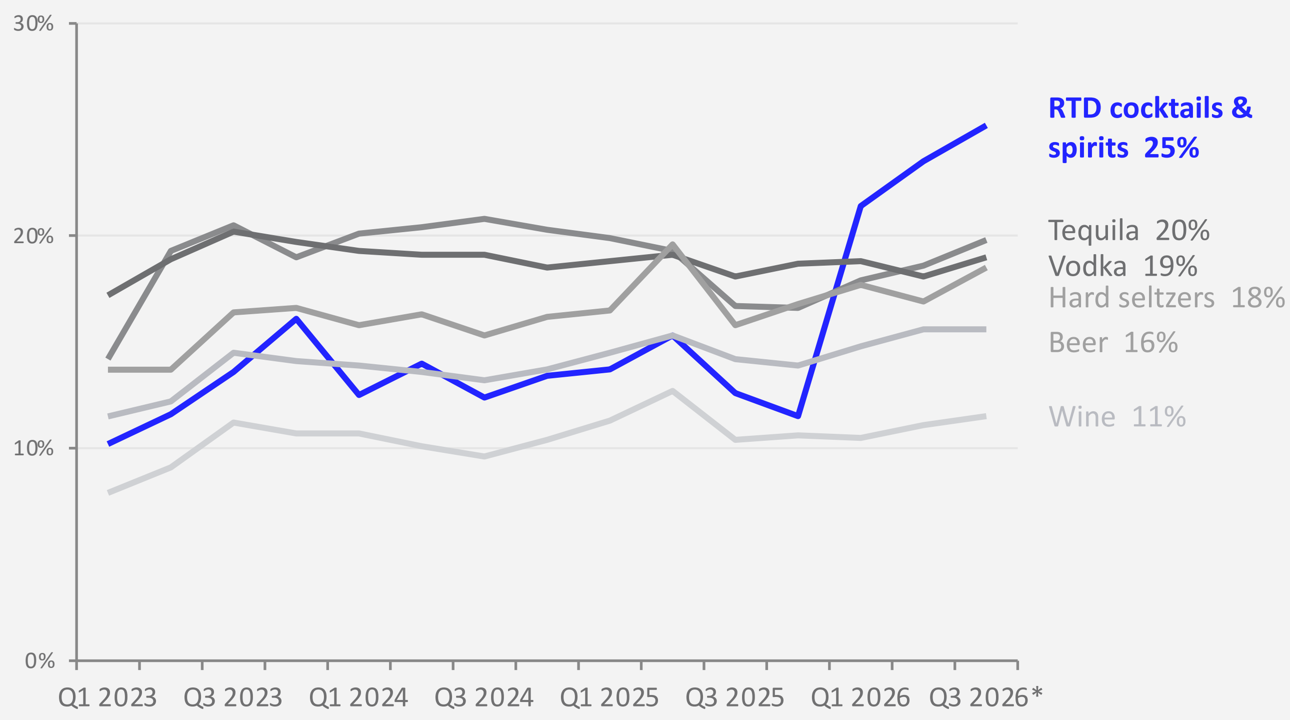
Ready-to-drink cocktails are surpassing other alcohol categories for Gen Z

Ready-to-drink cocktail brand Cutwater delivered one of the biggest moves in this year's report: Its consideration among Gen Z adults jumped 15.5 points, from 12% to 27%. Newer entrants not in the ranking tell a similar story: Sun Cruiser's Gen Z consideration roughly doubled recently. Canned collaborations are landing instantly: a third of Gen Z adults already say they'd consider Jack Daniel's & Coca-Cola, a product that barely existed on shelves until recently.

For three years, the average RTD cocktail brand ranked near the bottom of the alcohol categories we track with Gen Z, below vodka, tequila, seltzers and beer. Then, in early 2026, RTD consideration roughly doubled, passing hard seltzers first and then everything else.

As of this summer, the average canned cocktail brand is more considered by Gen Z adults than the average brand of vodka, tequila, beer or wine. The timing tracks with real world trends: retailers expanded shelf space for the category heading into 2026. This is not a trend trickling across generations; it's Gen Z alone. The same brands are flat or falling with millennials and Gen X. Cutwater's all-adults gain wasn't enough to crack the overall top 25.

Average purchasing consideration across tracked brands in each category, Gen Z adults

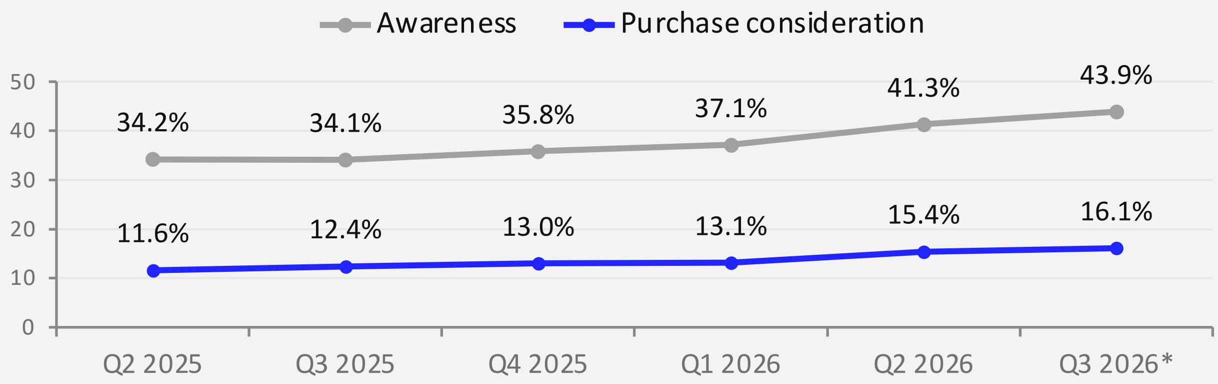


Source: Morning Consult Intelligence. Industry-average Total Purchasing Consideration across tracked brands per category, Gen Z adults; roster changes can shift levels. Quarterly n=445-4,117. *Partial quarter through Aug. 24, 2026.

In a year where few discovery brands made this ranking, 7Brew is an exception

7Brew, a drive-thru coffee chain that started out of Arkansas, is the least-known brand in our top 25 and one of the only ones still introducing itself. Its awareness jumped from 33% to 43% in a single year, and consideration climbed from 12% to 16% right behind it (+3.7 points, No. 6 overall). Favorability, trust, buzz and usage all rose three to four points together. The company has seen remarkable growth in its footprint since 2022 when 7Brew had 38 stands. Today, it has more than 700 across 38 states.

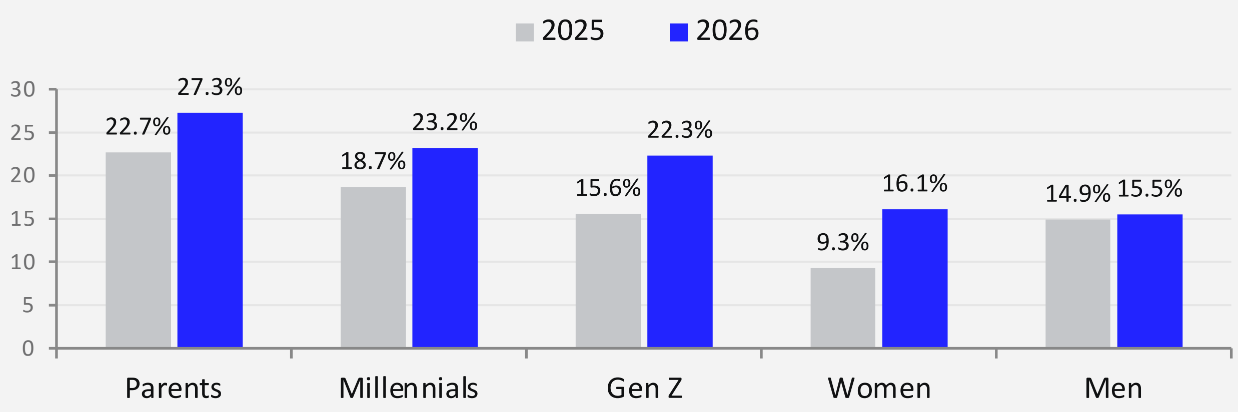
Total awareness and purchasing consideration for 7Brew



Source: Morning Consult Intelligence. Quarterly averages among U.S. adults; 7Brew entered tracking in Q2 2025. *Partial quarter through Aug. 24, 2026.

Its growth is coming from young parents and women. Parents are its best audience at 27% consideration, and women gained 6.8 points in a year, moving from well behind men to ahead of them. The growth isn't bulletproof, however: Consideration among $100k+ households actually slipped, men barely moved, and boomers sit at 5%.

7Brew purchasing consideration by audience

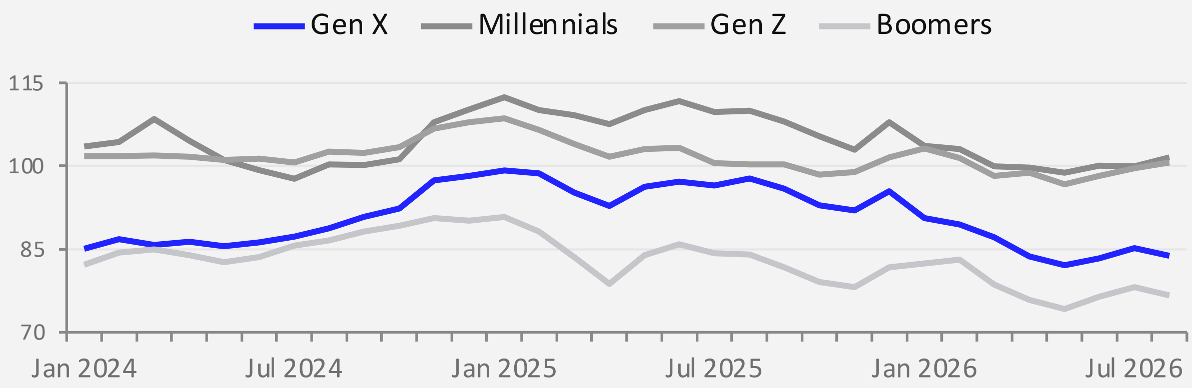


Source: Morning Consult Intelligence. Total purchasing consideration, May 15-Aug. 15, 2025 vs. May 15-Aug. 15, 2026. N=944-15,505 per audience-window.

Gen X is hitting the brakes the hardest

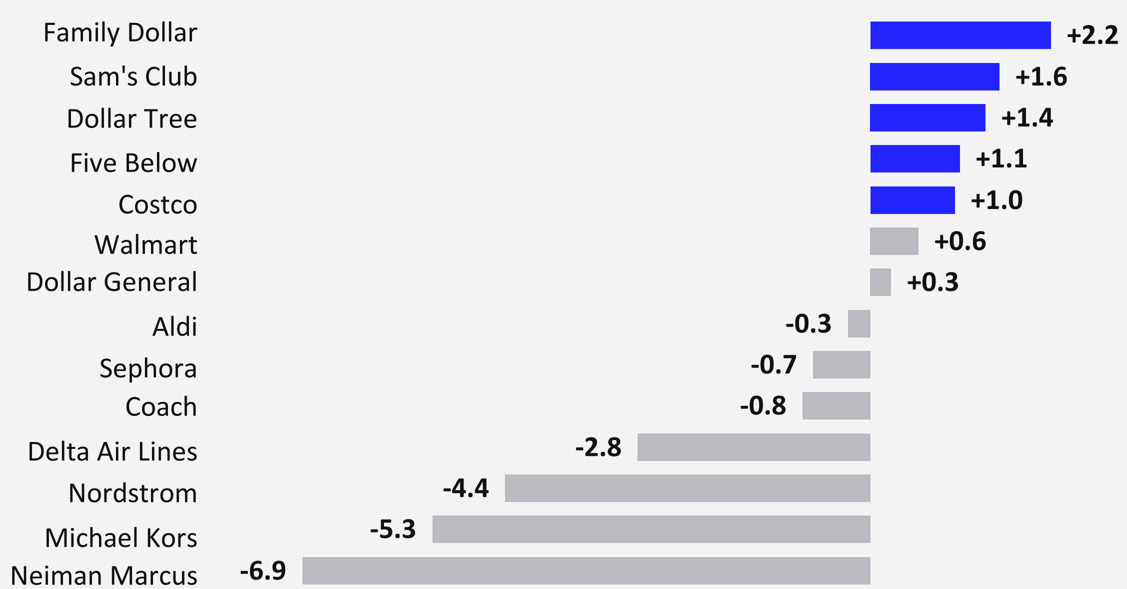
No audience pulled back like Gen X. They cut real spending 5.9% this year, the most of any generation. Their sentiment fell 13 points, the steepest generational drop we measured. 46% now say they're worse off than a year ago, an 8-point jump.

Morning Consult Index of Consumer Sentiment



We're seeing this play out in Gen X's purchasing consideration — just 9% of brands grew with them. The brands still growing with Gen X are cheap comforts: Mr. Pibb, Bush's Beans, Jimmy Dean. The categories falling fastest are premium ones in the fitness, retail and travel categories. According to our consumer spending data, Gen X cut essential spending 8.7% this year, trimming groceries and housing while letting restaurant spending rise. They're protecting small pleasures and paying for it elsewhere. That trade-down is what the chart below is showing: the grocery budget shrinks, so consideration moves to brands like Family Dollar and Dollar Tree.

Year-over-year change in purchase consideration among Gen Xers selected value and premium brands



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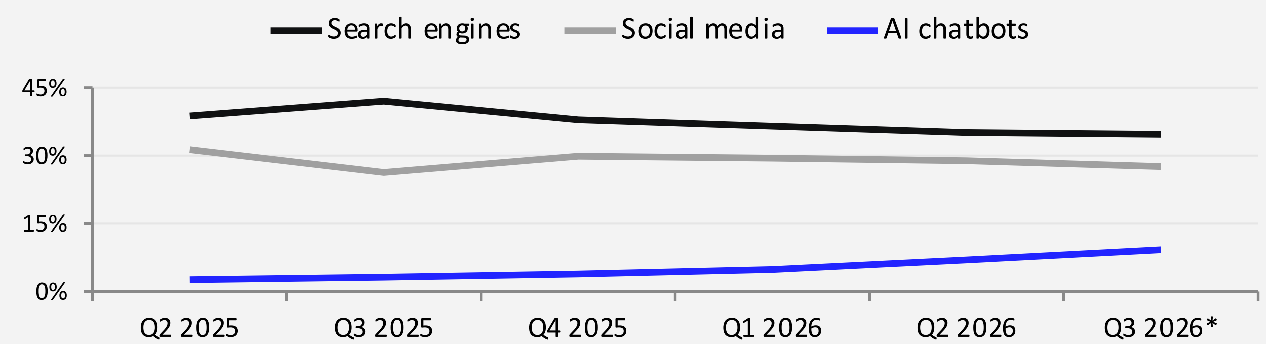
The next fastest growing brand may be discovered in a chat log

Every ranking in this report measures purchasing consideration, and consideration has to start somewhere: a consumer hears about a brand, looks it up, weighs it. But how consumers discover a brand is shifting.

The share of U.S. adults who name AI chatbots as the online source they most commonly use to research brands, products and services has more than tripled in five quarters, from 2.6% to 9.2%, making chatbots the No. 3 research channel. The shift is furthest along among younger and higher-income audiences: 1 in 7 Gen Z adults and 1 in 6 adults earning $100k or more now start brand research in a chatbot.

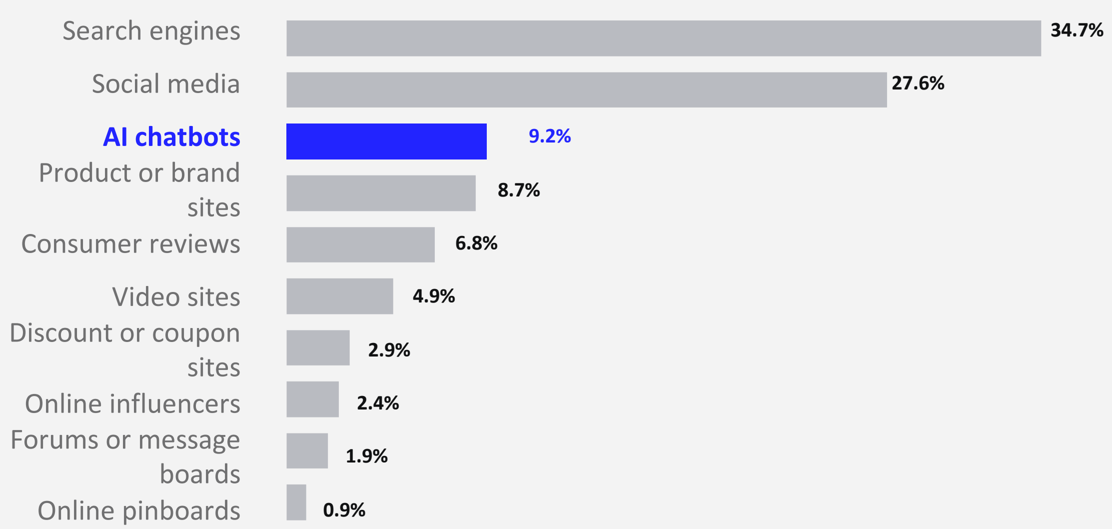
Most commonly used channel for researching new products



Source: Morning Consult Intelligence. Share of U.S. adults naming each channel as the online source they most commonly use when actively looking for more information about brands, products or services, quarterly averages, Q2 2025-Q3 2026. *Q3 2026 is a partial quarter.

Discovery proceeds consideration. Next year's ranking may be influenced by what chatbots say when consumers ask for their help planning their next grocery order.

The share of consumers who say the following are their most used sources for new information about products



Source: Morning Consult Intelligence. Share of U.S. adults selecting each option when asked which online source they most commonly use when actively looking for more information about brands, products or services. Q3 2026; *partial quarter, fieldwork through Aug. 2026.

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About Morning Consult

Morning Consult is a consumer intelligence company that turns daily survey data into decision-ready insight on brands, markets and audiences. Our survey technology runs continuously across the globe, adding 30,000+ interviews every day to one of the richest longitudinal datasets in market research: more than 100 million surveys collected and over 6 billion questions answered. From central banks to Fortune 500 brands to leading media institutions, our data is trusted by organizations that can't afford to be wrong.