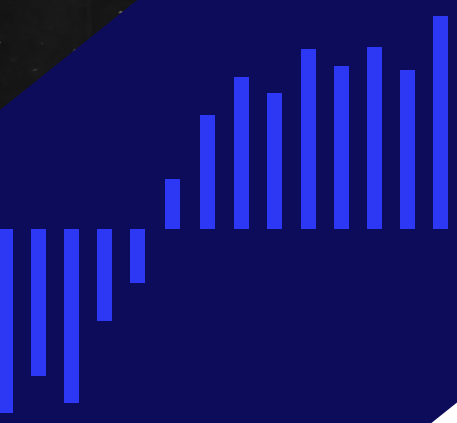


1 2 3 4 5



FASTEST GROWING BRANDS

2019





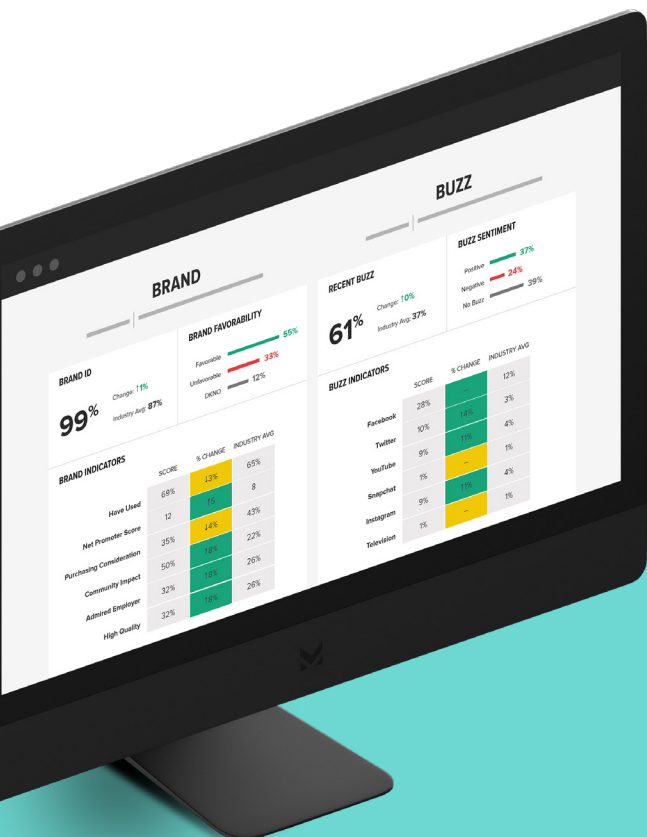
Morning Consult's Fastest Growing Brands of 2019 is the definitive measure of brand growth for both emerging and established brands, showcasing a wide range of companies and products that have accelerated their consumer appeal and awareness in 2019.

In this report, we rank the top 20 fastest growing brands that have seen the biggest rise in purchasing consideration this year, how that is playing out across generations and which brands have seen a lift in brand identification, even if it didn't translate to an increase in purchasing.

How we determined the rankings

The Fastest Growing Brands ranking is determined by measuring growth in the share of consumers who say they would consider purchasing from a brand over the course of the year. Morning Consult Brand Intelligence tracks consumer perceptions on thousands of brands on a daily basis, forming the basis of this report.

Next to each brand is a number that represents the share of consumers who are considering purchasing from the brand from Oct. 15 - Nov. 15, 2019 minus the share who said the same in Jan. 1 - 31, 2019. The number of surveys per brand varies, with an average of 11,684 surveys per brand.



Where the data comes from

BRAND INTELLIGENCE

Morning Consult tracks brands perceptions on 3000+ companies, products and brands by conducting thousands of survey interviews with consumers across the globe every day.

[LEARN MORE ABOUT BRAND INTELLIGENCE](#)

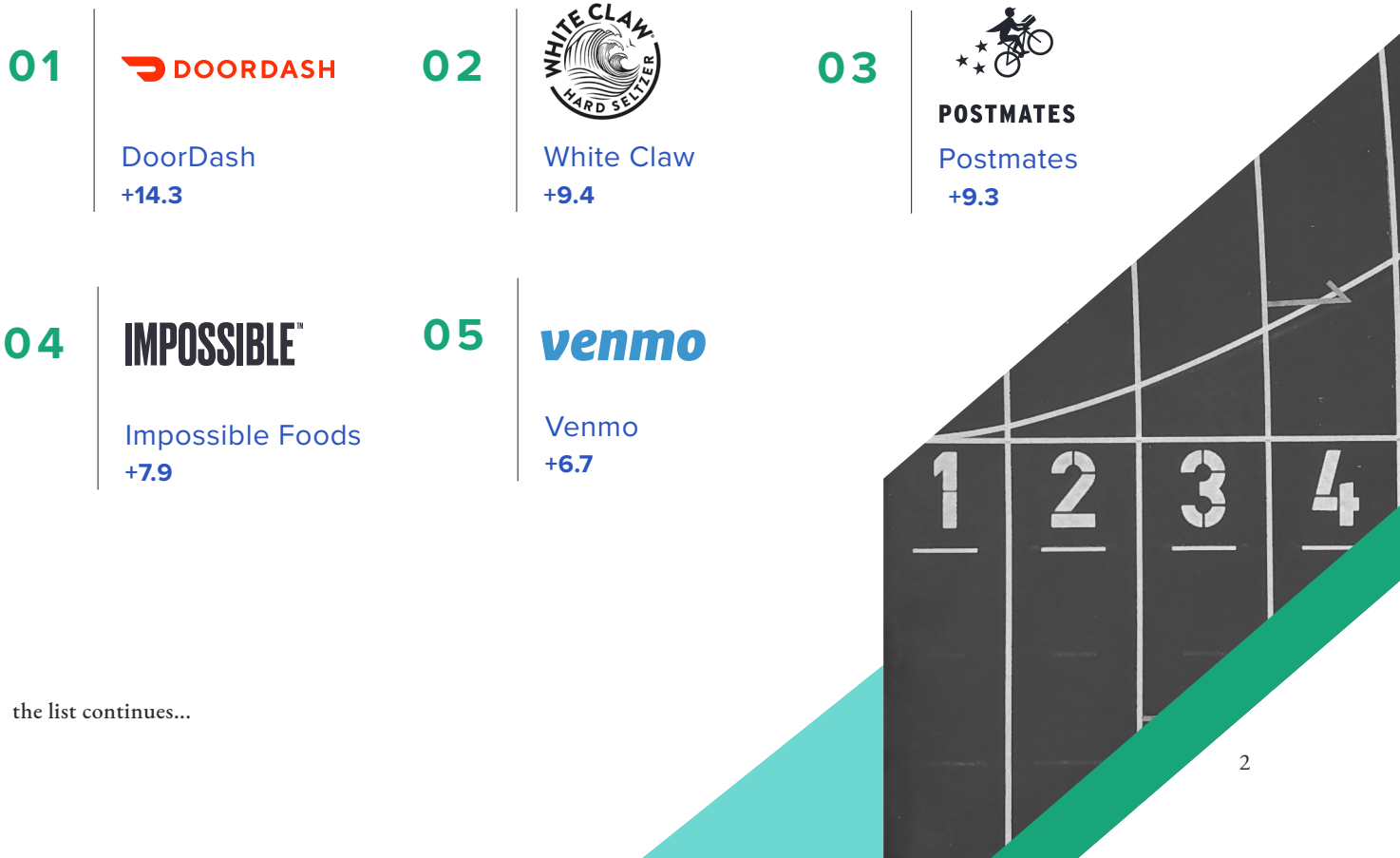


The Fastest Growing Brands of 2019

In 2019, the food and beverage industry dominated the rankings, with 11 of the top 20 spots claimed by food brands and delivery services.

Armed with \$2 billion in venture capital funding, DoorDash has taken an aggressive expansion approach, building out food delivery services in over 4,000 towns across the United States. Unlike its competitors, DoorDash has looked beyond cities and also expanded into suburban areas, capturing a wider range of customers. This blanketing strategy has made a rapid impact — For the second year in a row, DoorDash is the Fastest Growing Brand in the country, and this year, it's the fastest growing with each generation, including a particularly strong showing among Gen Z and Millennials.

Although DoorDash charted the largest growth path in 2019, competitors like Postmates, UberEats, and Grubhub all make the list as well, a clear illustration of how rapidly food delivery services are taking hold. Other notable brands include White Claw and Impossible Foods, two buzzy entrants to the food and beverage space. A Morning Consult report from September found Impossible Foods had doubled its customer base in a year, with most of the growth coming after its partnership with Burger King was announced.



the list continues...



06



KIND Snacks
+6.5

07¹



Ring
+5.7

07²



Cash App
+5.7

09



Purple Mattresses
+5.3

10



Amazon Prime
+5.3

11



Jersey Mike's Subs
+5.2

12



UberEATS
+5.0

13¹



Grubhub
+4.9

13²



Chewy.com
+4.9

15



Gillette
+4.4

16¹



Nesquik
+4.3

16²



Trolli
+4.3

18¹



100 Grand Bar
+4.2

18²



Hulu
+4.2

20



Harry's Shave Club
+4.1

DoorDash is the Fastest Growing Brand in the country, and this year, it's the fastest growing among Gen Z and Millennials.

The Fastest Growing Brands of 2019 by Generation



It's not just disruptors and startups that performed well in 2019. The study also shows certain legacy brands have successfully made inroads with younger consumers. For example, Jif and Haagen Dazs both picked up about 9 percentage points in purchasing consideration among Millennials this year. Likewise, National Geographic, which has recently been featured in promotion of Disney Plus, has built out a Gen Z fan base.






GEN Z			MILLENNIALS			GEN X			BOOMERS		
01	DOORDASH	21.7	01	DOORDASH	21.2	01	DOORDASH	11.7	01	DOORDASH	9.1
02	POSTMATES	18.1	02	WHITE CLAW	12.8	02	POSTMATES	11.2	02	IMPOSSIBLE™	7.6
03	ACTIVISION™	16.6	03	POSTMATES	10.3	03	WHITE CLAW	10.5	03	ring	6.4
04	SIRIUSXM	13.9	04	Häagen-Dazs	9.1	04	Jersey Mike's	9.8	04	KIND	6.2
05	WHITE CLAW	13.7	05	Jif	8.6	05	IMPOSSIBLE™	8.6	05	prime	6.1
06	Walgreens	13.6	06	hulu	8.5	06	100 GRAND	8.4	06	purple	5.3
07 ¹	NATIONAL GEOGRAPHIC	13.4	07	IMPOSSIBLE™	7.9	07	Cash App	7.7	07	WHITE CLAW	5.2
07 ²	GRUBHUB™	13.4	08 ¹	Dole	7.8	08	KIND	7.3	08	POSTMATES	5.0
09	SONY PICTURES	13.2	08 ²	chewy.com	7.8	09	venmo	7.1	09	FIJI WATER	4.9
10	Uber	13.1	08 ³	Bayer	7.8	10 ¹	Roku	6.8	10 ¹	venmo	4.8
						10 ²	ring	6.8	10 ²	Uber Eats	4.8
						10 ³	NIVEA	6.8	10 ³	SARGENTO	4.8



The 2019 Brands That Gained The Most Awareness

Measured by growth in brand identification, Juul is the standout winner of 2019. However, that growth in brand identification did not translate to a proportional rise in favorability or purchasing consideration, as the brand was saddled with negative media throughout the year. Other brands, like Purdue Pharma and WeWork also followed this trend, winning attention without similar growth in purchasing consideration.

These are the brands that gained the most in terms of named identification from over the course of 2019. Each number represents the share of consumers who were familiar with the brand from Oct. 15 - Nov. 15 minus the share who said the same in January, 2019.

- | | | | |
|----|--|----|---|
| 01 | 
Juul
+29.0 | 02 | 
DoorDash
+23.5 |
| 03 | 
White Claw
+21.8 | 04 | 
Postmates
+20.9 |
| 05 | 
Impossible Foods
+16.1 | | |

the list continues...



06¹

Uber Eats

UberEATS
+12.6

06²

venmo

Venmo
+12.6

08



Purdue Pharma
+11.8

09

ring

Ring
+11.2

10

purple

Purple Mattresses
+11.1

11



WhatsApp
+10.8

12



Huawei
+9.3

13



KIND Snacks
+9.2

14¹



STITCH FIX
Stitch Fix
+8.2

14²



Jersey Mike's Subs
+8.2

16

wework

WeWork
+8.1

17



SoFi
+8.0

18¹



Airbnb
+7.9

18²

HARRY'S

Harry's Shave Club
+7.9

18³



Chewy.com
+7.9

18⁴



Cash App
+7.9



BRAND INTELLIGENCE

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