



Craftsman Named America's Most Trusted Hand Tool Brand in Lifestory Research 2025 Study

Lifestory Research announces the results of the 2025 America's Most Trusted® Hand Tool Study.

NEWPORT BEACH, CA, UNITED STATES, January 13, 2025 /EINPresswire.com/ -- Craftsman has been ranked the most trusted hand tool brand in the Lifestory Research 2025 America's Most Trusted® Hand Tool Brand Study, earning the highest trust rating among popular hand tool brands. With a Net Trust Quotient Score of 117.4, Craftsman outpaced its competitors to secure the top spot, reinforcing its long-standing reputation for quality and reliability. This marks a significant achievement for Craftsman as the brand resonates strongly with consumers considering purchasing hand tools.

The study, which surveyed 5,988 participants across the United States over the past year, also recognized other leading hand tool brands, including DeWalt, Stanley, Milwaukee, Snap-On, Black+Decker, Klein, Kobalt, Channel Lock, Estwing, Husky, Lenox, and Irwin. Craftsman's consistent performance and high trust rating highlight its continued dominance in the hand tool market, where consumers prioritize reliability, performance, and brand reputation.

For more information about the study, visit www.lifestoryresearch.com/2025-best-hand-tool-ranking-review

About the America's Most Trusted® Study

The Lifestory Research America's Most Trusted® study is the most extensive and longest-running independent research program seeking to understand consumers' opinions. Lifestory Research conducts an annual survey in which people anonymously assess brands encountered while searching for specific products. This research uses the highest-quality social and opinion science practices to provide consumer-driven data insights. America's Most Trusted® is a registered trademark of Lifestory Corporation. For more information, visit <https://www.lifestoryresearch.com/americas-most-trusted>.

About Lifestory Research®

Leaders, companies, and brands know that great ideas are only helpful if they move people toward action. Lifestory Research is an independent, science-driven consumer insights and

strategy consulting firm that ignites relationships between companies and their audiences. We are passionate about customers, employees, brands, and the science of influence. We use quantitative and qualitative research to create customer insights, drive innovation, deliver brand strategy, and move people forward. For more information, please visit www.lifestoryresearch.com.

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