



# Lifestory Research Names Keurig as 2025 America's Most Trusted Coffee Maker Brand

*Lifestory Research announces the results of the 2025 America's Most Trusted® Coffee Maker Study*

NEWPORT BEACH, CA, UNITED STATES, January 14, 2025 /EINPresswire.com/ -- Lifestory Research, a leading provider of consumer insights and brand trust ratings, has announced the 2025 America's Most Trusted® Coffee Maker Study results. Keurig has earned the distinction of being the most trusted coffee maker brand among consumers considering a purchase, marking the second consecutive year it has claimed the top spot.

With a Net Trust Quotient Score of 114.7, Keurig surpassed other major coffee maker brands to earn the highest trust rating. This recognition is based on the comprehensive feedback of 3,628 U.S. consumers who participated in the study over the past 12 months. The study evaluated consumer trust and perception of well-known coffee maker brands, including Cuisinart, Ninja, Braun, Mr. Coffee, Bunn, Hamilton Beach, Black+Decker, and Krups.

The Lifestory Research America's Most Trusted® Coffee Maker ranking provides insights into the brands that inspire the most confidence among American consumers. Lifestory Research's annual rankings are based on comprehensive consumer sentiment analysis, providing an independent benchmark for companies to understand how they are perceived regarding brand trust.

For more information about the study, visit [www.lifestoryresearch.com/2025-best-coffee-maker-ranking-review](http://www.lifestoryresearch.com/2025-best-coffee-maker-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](http://www.lifestoryresearch.com).

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[www.lifestoryresearch.com/press-release-info-rules](http://www.lifestoryresearch.com/press-release-info-rules)

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