



Lifestory Research Announces Instant as 2025 America's Most Trusted Rice Cooker Brand According to Consumers

Lifestory Research announces the results of the 2025 America's Most Trusted® Rice Cooker Study.

NEWPORT BEACH, CA, UNITED STATES, January 16, 2025 /EINPresswire.com/ -- Lifestory Research, a leader in consumer trust measurement and brand performance, is proud to announce that Instant has earned the title of America's Most Trusted Rice Cooker Brand for the second consecutive year. This recognition comes from the 2025 edition of the Lifestory Research America's Most Trusted® Rice Cooker Study, which reveals that Instant continues to outpace its competitors in consumer trust.

With a Net Trust Quotient Score of 115.1, Instant ranks first among the most popular rice cooker brands, reflecting its consistent excellence in consumer reviews and trust ratings. This year's findings reinforce the brand's strong reputation and growing consumer confidence, positioning it as a competitive kitchen appliance market leader.

The Lifestory Research 2025 America's Most Trusted® Rice Cooker Study surveyed 3,112 U.S. consumers over the past year, focusing on those actively considering a rice cooker purchase. Consumers were asked to evaluate the top rice cooker brands based on trust, reliability, and overall satisfaction. The brands featured in this year's ranking include Instant, Black+Decker, Dash, and Hamilton Beach.

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-rice-cooker-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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