



Lifestory Research Unveils 2025 America's Most Trusted® Household Cleaning Brands

Cascade, Tide, and Lysol Lead America's Most Trusted® Rankings in Annual Studies on Dishwasher Detergents, Laundry Detergents, and All-Purpose Cleaners Brands

NEWPORT BEACH, CA, UNITED STATES, January 16, 2025 /EINPresswire.com/ -- Lifestory Research today announced the results of its 2025 America's Most Trusted® studies, highlighting the top-rated brands in three essential categories of household cleaning products: dishwasher detergent, laundry detergent, and all-purpose cleaner. The rankings are based on consumer trust ratings from U.S. households surveyed over the past year.

Cascade Ranks as Most Trusted Dishwasher Detergent Brand for Second Consecutive Year

The Lifestory Research 2025 America's Most Trusted® Dishwasher Detergent Brand Study reveals that Cascade retains its position as the most trusted dishwasher detergent brand. With a Net Trust Quotient Score of 119.9, Cascade outperforms key competitors, including Finish, Method, and Amazon Basics. A total of 3,489 U.S. consumers participated in the survey, providing feedback on their dishwasher detergent preferences and trust levels.

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

Tide Named Most Trusted Laundry Detergent Brand for the Second Year in a Row

For the second consecutive year, Tide has secured the top spot in the Lifestory Research 2025 America's Most Trusted® Laundry Detergent Brand Study. With a Net Trust Quotient Score of 111.9, Tide rated higher than other leading laundry detergent brands such as OxiClean, Arm & Hammer, and Persil. The survey, which included 4,682 participants, highlighted Tide's reputation for delivering trusted, effective laundry solutions.

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

Lysol Earns Top Spot as Most Trusted All-Purpose Cleaning Brand

The 2025 America's Most Trusted® All Purpose Cleaning Brand Study finds Lysol with the highest Net Trust Quotient Score of 124.1. Lysol's trusted performance among consumers helped it outperform other popular brands, including Clorox, Windex, and Mr. Clean. Based on the

feedback from 3,867 U.S. consumers, Lysol's consumer trust in the all-purpose cleaner category reflects its broad consumer loyalty.

For more information about the study, visit www.lifestoryresearch.com/2025-best-home-cleaner-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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