

# 2026 America's Most Trusted® Small Kitchen Appliance Rankings Released

*KitchenAid, Cuisinart, Ninja, and Instant Lead 2026 Small Kitchen Appliance Trust Studies*

NEWPORT BEACH, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Lifestory Research today announced the results of eight national America's Most Trusted® consumer studies examining brand trust across the small kitchen appliance category. The 2026 findings provide a comprehensive view of how consumers evaluate trust in leading appliance brands while actively shopping for products such as blenders, food processors, coffee makers, waffle irons, toasters, air fryers, rice cookers, and food mixers.



Each study is based on verified feedback from individuals who reported shopping for the specific appliance within the past 12 months. Trust performance is reported using the America's Most Trusted® Net Trust Quotient Score and Star Rating framework, providing a consistent, comparable measure of brand trust across product types and manufacturers.

Across the 2026 studies, KitchenAid, Cuisinart, Ninja, and Instant each earned top trust rankings in their respective product categories, reflecting distinct strengths within the broader small kitchen appliance market.

America's Most Trusted® Blender — KitchenAid Ranked Most Trusted

The Lifestory Research 2026 America's Most Trusted® Blender Study identified KitchenAid as the most trusted blender brand among consumers. KitchenAid earned a Net Trust Quotient Score of 116.1 and a five-star trust rating, ranking first among 12 of the most recognized blender brands. The 2026 rankings are based on 6,014 consumer opinions collected from individuals who

reported shopping for a blender within the past year. Brands evaluated included KitchenAid, Ninja, Cuisinart, Vitamix, Calphalon, Braun, Oster, Hamilton Beach, Black+Decker, NutriBullet, Magic Bullet, and Proctor Silex. For more information, visit the Blender study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-kitchen-appliance-blender-brands>

#### America's Most Trusted® Food Processor — KitchenAid Again Earns Highest Trust

In the 2026 America's Most Trusted® Food Processor Study, KitchenAid was again ranked the most trusted brand, receiving a Net Trust Quotient Score of 120.4 and a five-star trust rating, the highest performance in the category. The study findings are based on 5,279 consumer opinions from individuals who actively shopped for food processors in the past 12 months. The 10 brands evaluated included KitchenAid, Cuisinart, Ninja, Vitamix, Black+Decker, NutriBullet, Magic Bullet, Oster, Hamilton Beach, and Proctor Silex. For more information, visit the Food Processor study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-kitchen-appliance-food-processor-brands>

#### America's Most Trusted® Air Fryer — Ninja Ranked Most Trusted

The 2026 America's Most Trusted® Air Fryer Study identified Ninja as the most trusted brand among consumers evaluating air fryers. Ninja earned a Net Trust Quotient Score of 114.6 and a five-star trust rating. The rankings reflect 3,104 opinions gathered from individuals who reported shopping for an air fryer within the past year. The study evaluated six leading brands: Ninja, Cuisinart, Hamilton Beach, Philips, Black+Decker, and Proctor-Silex. For more information, visit the Air Fryer study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-kitchen-appliance-air-fryer-brands>

#### America's Most Trusted® Rice Cooker — Instant Ranked Most Trusted for Third Consecutive Year

In the 2026 America's Most Trusted® Rice Cooker Study, Instant was ranked the most trusted rice cooker brand for the third consecutive year, earning a Net Trust Quotient Score of 111.3 and a five-star trust rating. The study results are based on 3,166 consumer opinions from individuals who actively shopped for rice cookers in the past 12 months. Brands evaluated included Instant, Black+Decker, Hamilton Beach, and Dash. For more information, visit the Rice Cooker study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-kitchen-appliance-rice-cooker-brands>

#### America's Most Trusted® Coffee Maker — Cuisinart Earns Highest Trust Rating

The Lifestory Research 2026 America's Most Trusted® Coffee Maker Study identified Cuisinart as the most trusted coffee maker brand, with a Net Trust Quotient Score of 111.6 and a five-star trust rating. Findings are based on 5,780 consumer opinions from individuals who reported actively shopping for a coffee maker within the past year. Nine leading brands were evaluated,

including Cuisinart, Keurig, Ninja, Braun, Bunn, Mr. Coffee, Krups, Hamilton Beach, and Black+Decker. For more information, visit the Coffee Maker study page:

<https://www.lifestoryresearch.com/2026-americas-most-trusted-coffee-maker-brands>

America's Most Trusted® Toaster — KitchenAid Ranked Most Trusted for Third Consecutive Year

In the 2026 America's Most Trusted® Toaster Study, KitchenAid was ranked the most trusted toaster brand for the third year in a row, earning a Net Trust Quotient Score of 115.8 and a five-star trust rating. The rankings reflect 4,022 shopper opinions from individuals who reported purchasing or evaluating toasters within the past 12 months. Brands included in the study were KitchenAid, Cuisinart, Oster, Black+Decker, Hamilton Beach, Chefman, and Proctor Silex. For more information, visit the Toaster study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-toaster-brands>

America's Most Trusted® Waffle Iron — Cuisinart Ranked Most Trusted

The Lifestory Research 2026 America's Most Trusted® Waffle Iron Study identified Cuisinart as the most trusted brand, earning a Net Trust Quotient Score of 114.8 and a five-star trust rating. Results are based on 3,770 consumer opinions from individuals actively shopping for waffle irons in the past year. Brands evaluated included Cuisinart, Black+Decker, Hamilton Beach, Oster, Proctor Silex, and Presto. For more information, visit the Waffle Iron study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-waffle-iron-brands>

America's Most Trusted® Food Mixer — KitchenAid Earns Highest Trust Rating

In the 2026 America's Most Trusted® Food Mixer Study, KitchenAid received the highest trust ranking among shoppers, earning a Net Trust Quotient Score of 122.4 and a five-star trust rating — the strongest index score recorded among the small kitchen appliance categories studied this year. The 2026 findings are based on 4,100 consumer opinions from individuals actively shopping for a food mixer within the past 12 months. Brands evaluated included KitchenAid, Cuisinart, GE, Hamilton Beach, Kenmore, and Farberware. For more information, visit the Food Mixer study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-food-mixer-brands>

About the America's Most Trusted® Study

The Lifestory Research America's Most Trusted® study is the longest-running independent research program that examines consumers' opinions on brand trust. Lifestory Research conducts the 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. For more information, please visit [www.lifestoryresearch.com](http://www.lifestoryresearch.com).

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