



American Customer Satisfaction Index

AMERICAN CUSTOMER SATISFACTION INDEX

Nondurable Products Study 2021-2022

December 13, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) encompass customer satisfaction benchmarks for six manufacturing/nondurable goods industries: food, soft drinks, beer, personal care and cleaning items, apparel, and athletic shoes.

The **ACSI Nondurable Products Study 2021-2022** is based on interviews with 6,076 customers, chosen at random and contacted via email between October 2021 and September 2022. Customers are asked to evaluate their recent experiences with products provided by the largest manufacturers in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in each industry.

Food Manufacturing

AMERICAN CUSTOMER SATISFACTION INDEX: FOOD MANUFACTURING

COMPANY	2021	2022	% CHANGE
Food Manufacturing	80	79	-1%
Hershey's	82	83	1%
Quaker (PepsiCo)	82	83	1%
All Others	82	81	-1%
Dole	79	80	1%
General Mills	81	79	-2%
Ferrero	78	78	0%
Kellogg's	78	78	0%
Mars	82	78	-5%
Tyson	76	78	3%
Campbell's	79	77	-3%
Conagra	75	77	3%
Kraft Heinz	80	76	-5%

0-100 Scale

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Beverages

AMERICAN CUSTOMER SATISFACTION INDEX: SOFT DRINKS

COMPANY	2021	2022	% CHANGE
Soft Drinks	78	81	4%
Coca-Cola	77	82	6%
All Others	81	81	0%
Keurig Dr Pepper	79	81	3%
PepsiCo	78	78	0%

0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: BREWERIES

COMPANY	2021	2022	% CHANGE
Breweries	79	80	1%
All Others	82	82	0%
Constellation Brands	NM	81	NA
Anheuser-Busch InBev	78	79	1%
Molson Coors	77	78	1%

NM = Not Measured
NA = Not Available

0-100 Scale

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Personal Care & Cleaning Products

AMERICAN CUSTOMER SATISFACTION INDEX: PERSONAL CARE & CLEANING PRODUCTS

COMPANY	2021	2022	% CHANGE
Personal Care & Cleaning Products	79	79	0%
Clorox	83	83	0%
Procter & Gamble	75	83	11%
Henkel	78	80	3%
All Others	80	79	-1%
Colgate-Palmolive	80	78	-3%
Johnson & Johnson	75	78	4%
Unilever	79	77	-3%

0-100 Scale

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Apparel & Athletic Shoes

AMERICAN CUSTOMER SATISFACTION INDEX: APPAREL

COMPANY	2021	2022	% CHANGE
Apparel	78	78	0%
Levi Strauss	75	81	8%
PVH	NM	80	NA
Hanesbrands	75	79	5%
All Others	78	77	-1%
VF	78	77	-1%

NM = Not Measured
NA = Not Available

0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: ATHLETIC SHOES

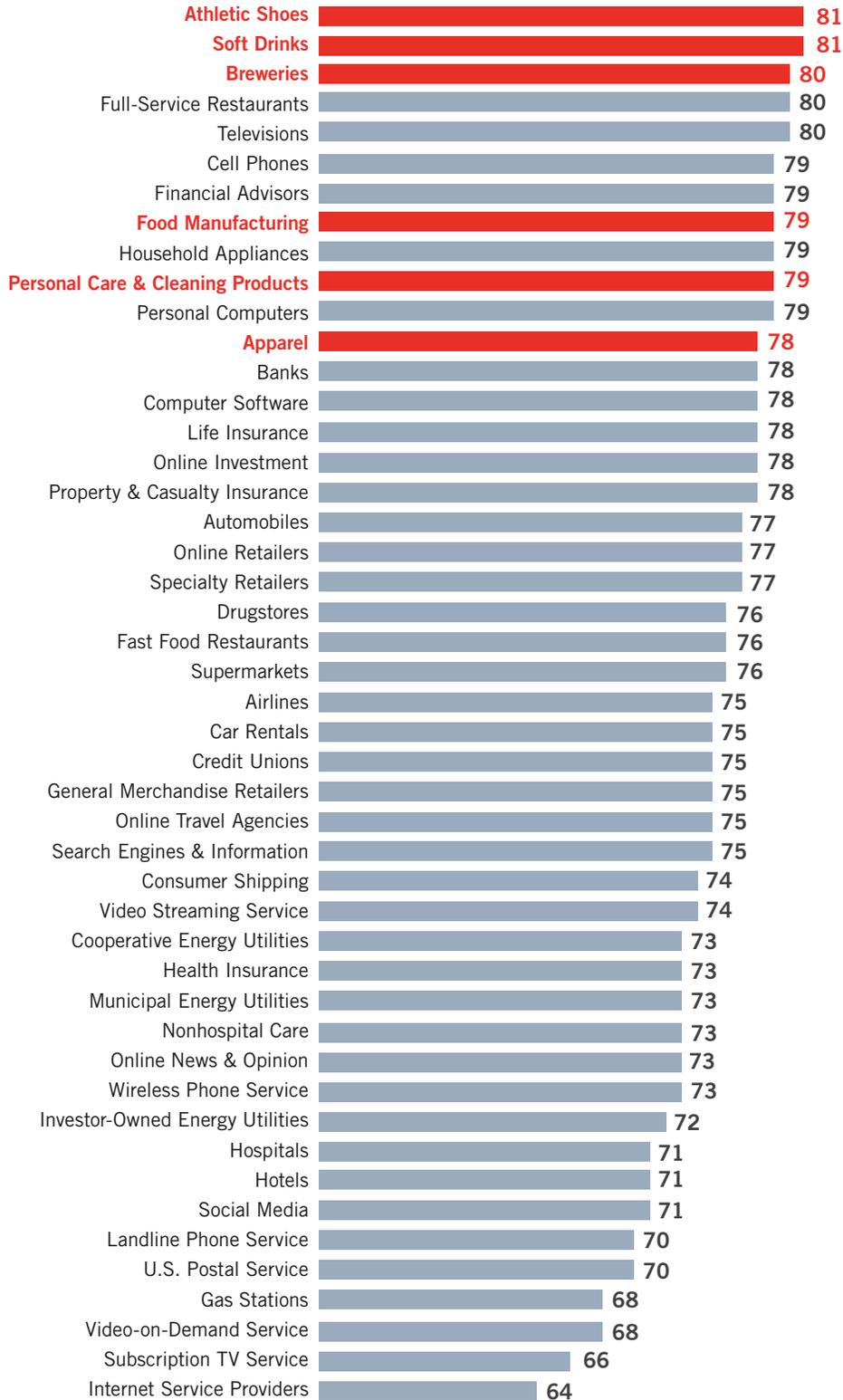
COMPANY	2021	2022	% CHANGE
Athletic Shoes	78	81	4%
New Balance	NM	82	NA
Nike	78	81	4%
Skechers	NM	81	NA
Adidas	79	79	0%
All Others	78	79	1%

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0-100 Scale

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CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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