

BXS® 2024 BRAND EXPERIENCE SCORE PORTUGAL

BEST CUSTOMER EXPERIENCE BRAND	2024
MB WAY	84,7

FINANCIAL BANK 2024 BANCO BPI 68,4	FINANCIAL INSURANCE 2024 AGEAS 64,3	HEALTH INSURANCE 2024 MULTICARE 64,8	FINANCIAL CONSUMER CREDIT 2024 COFIDIS 62,1	PAYMENT SYSTEM 2024 MB WAY 84,7
ENERGY & UTILITIES 2024 GALP 74,9	TECHNOLOGY & SOFTWARE 2024 GOOGLE 83,8	TECHNOLOGY & APPS 2024 INSTAGRAM 82,6	CONSUMER ELECTRONICS 2024 APPLE 83,1	MEDIA & TELECOM 2024 VODAFONE 73,2
MEDIA & TRAD CHANNELS TV 2024 SIC 78,5	MEDIA & TRAD CHANNELS RADIO 2024 RÁDIO COMERCIAL 84,0	MEDIA & TRAD CHANNELS PRESS 2024 EXPRESSO 79,6	MEDIA & DIGITAL 2024 OBSERVADOR 76,4	MEDIA & STREAMING 2024 NETFLIX 81,2
RETAIL FOOD 2024 AUCHAN JUMBO 77,4	RETAIL RESTAURANTS 2024 MC DONALDS 76,0	RETAIL TECHNOLOGY 2024 FNAC 79,3	RETAIL DIGITAL ONLINE 2024 AMAZON 78,1	RETAIL HOME 2024 IKEA 80,3
RETAIL TEXTILE 2024 SACCOOR 77,7	RETAIL BRICOLAGE & ACCES-SORIES 2024 LEROY MERLIN 74,8	RETAIL SPORTS 2024 SPORT ZONE 78,5	RETAIL HEALTH & WELLNESS 2024 FARMÁCIAS PORTUGUESAS 81,3	RETAIL SHOPPING MALLS 2024 NORTESHOPPING 75,4
RETAIL SPECIALIST 2024 MUNDO F SARDINHA (PORTU-GUESA) 77,2	FOOD 2024 NESTLÉ 83,0	BABY FOOD 2024 NESTUM 82,8	BEVERAGE NON ALCOHOL 2024 DELTA 83,1	BEVERAGE ALCOHOL 2024 SUPER BOCK 80,1
PET FOOD 2024 ROYAL CANIN 79,0	FMCG HOUSEHOLD DETERGENTS 2024 FAIRY 76,3	FMCG PERSONAL HYGIENE 2024 COLGATE 83,5	FMCG BEAUTY 2024 L'ORÉAL 82,8	PHARMACEUTICALS 2024 BAYER 80,2
HEALTHCARE HOSPITALS 2024 HOSPITAL DA LUZ 78,8	HEALTHCARE HOSPITALS SPEC 2024 FUNDAÇÃO CHAMPALIMAUD 82,5	HEALTH & WELLNESS 2024 VOLTAREN 76,6	MEDICAL LABORATORIES 2024 GERMANO DE SOUSA 79,4	TRAVEL & LEISURE 2024 POUSADAS PORTUGAL 77,9
TRAVEL AGENCIES 2024 VIAGENS ABREU 76,2	AIRLINES & AEROSPACE 2024 EMIRATES 78,1	MOBILITY GENERAL 2024 VIA VERDE 79,2	MOBILITY ACCESSORIES & SERV 2024 CARGLASS 76,6	MOBILITY CAR RENTING 2024 AVIS 73,4
AUTOMOBILE 2024 MERCEDES 79,2	MOTORCYCLES 2024 HARLEY DAVIDSON 80,8	PROFESSIONAL SERVICES (1) 2024 ACP 75,3	PROFESSIONAL SERVICES (2) 2024 CTT 75,3	INDUSTRIAL PRODUCTS 2024 VISTA ALEGRE 83,2
ENGINEERING & MACHINES 2024 BLACK & DECKER 77,5	REAL ESTATE 2024 CENTURY 21 71,3	BETTING 2024 EUROMILHÕES 72,6	SPORTS 2024 ADIDAS 78,4	TOYS & ENTERTAINMENT 2024 LEGO 84,1
SCHOOLS & UNIVERSITIES 2024 UNIVERSIDADE NOVA DE LISBOA 80,8	FASHION ACCESSORIES 2024 SWATCH 78,5	LUXURY 2024 OMEGA 81,1	CITIES 2024 LISBOA 75,2	TOURISM REGIONS 2024 TURISMO DOS AÇORES 77,3
MUSIC EVENTS 2024 ROCK IN RIO 77,7	SPORTS EVENTS 2024 MEIA/MINI MARATONA LISBOA 74,0	OTHER EVENTS 2024 JMJ 84,2	AUDIT & CONSULTING 2024 DELOITTE 82,1	LEGAL SERVICES 2024 PLMJ 79,2

■ EXCELLENT
 ■ ROBUST
 ■ MODERATE
 ■ VULNERABLE
 ■ WEAK



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