

Moms' Top 50 Brands

"I love all the choices of products, and Amazon Prime with 2 day free shipping. I love shopping in my pajamas without dragging my kids to stores."

- Mom of girl, age 9



| | MOMFINITY SCORE | 2014 - 2015 Momentum | | MOMFINITY SCORE | 2014 - 2015 Momentum | | |
|-----|--------------------|----------------------|---|-----------------|-------------------------|-----|---|
| 1. | amazon | 872 | ▲ | 26. | Chips Ahoy! | 816 | ▼ |
| 2. | Reese's | 867 | | 27. | DQ | 815 | |
| 3. | OREO | 866 | ▼ | 28. | LEGO.com | 815 | |
| 4. | Disney | 865 | | 29. | Cheerios | 815 | |
| 5. | NETFLIX | 865 | ▲ | 30. | Disney.com | 814 | ▼ |
| 6. | HERSHEY'S | 862 | ▼ | 31. | CHEEZ-IT | 814 | ▼ |
| 7. | Crayola | 862 | ▼ | 32. | SUBWAY | 813 | ▼ |
| 8. | Google | 859 | ▼ | 33. | SAMSUNG | 813 | |
| 9. | m&m's | 852 | ▼ | 34. | WOLFEY TUBES | 811 | |
| 10. | LEGO | 848 | | 35. | MOTT'S | 811 | |
| 11. | SCHOLASTIC | 840 | ▼ | 36. | Cheetos | 808 | ▼ |
| 12. | KitKat | 838 | ▼ | 37. | TWIX | 805 | ▼ |
| 13. | TARGET | 838 | | 38. | Discovery CHANNEL | 804 | ▼ |
| 14. | Nike | 836 | | 39. | iPad | 803 | ▼ |
| 15. | SNICKERS | 833 | | 40. | PBS KIDS | 803 | |
| 16. | Disney CHANNEL | 828 | | 41. | MONOPOLY | 802 | ▼ |
| 17. | Honey Nut Cheerios | 826 | ▼ | 42. | DUNKIN' DONUTS | 799 | |
| 18. | Lays | 825 | ▼ | 43. | Starbuck's | 799 | ▼ |
| 19. | Doritos | 825 | ▼ | 44. | Mario | 797 | ▼ |
| 20. | Goldfish | 822 | ▼ | 45. | Skittles | 797 | ▼ |
| 21. | minions | 821 | | 46. | KRAFT macaroni & Cheese | 796 | ▼ |
| 22. | Tropicana | 820 | ▼ | 47. | Pop-sicle | 796 | ▼ |
| 23. | Cuties | 818 | | 48. | ANIMAL PLANET | 796 | ▼ |
| 24. | YouTube | 817 | ▼ | 49. | Honey Maid | 793 | |
| 25. | Pringles | 817 | | 50. | mieledean | 793 | ▼ |