

CORE BEHAVIOUR

UNDERSTANDING HUMAN DECISIONS.

THE TRUST ECONOMY

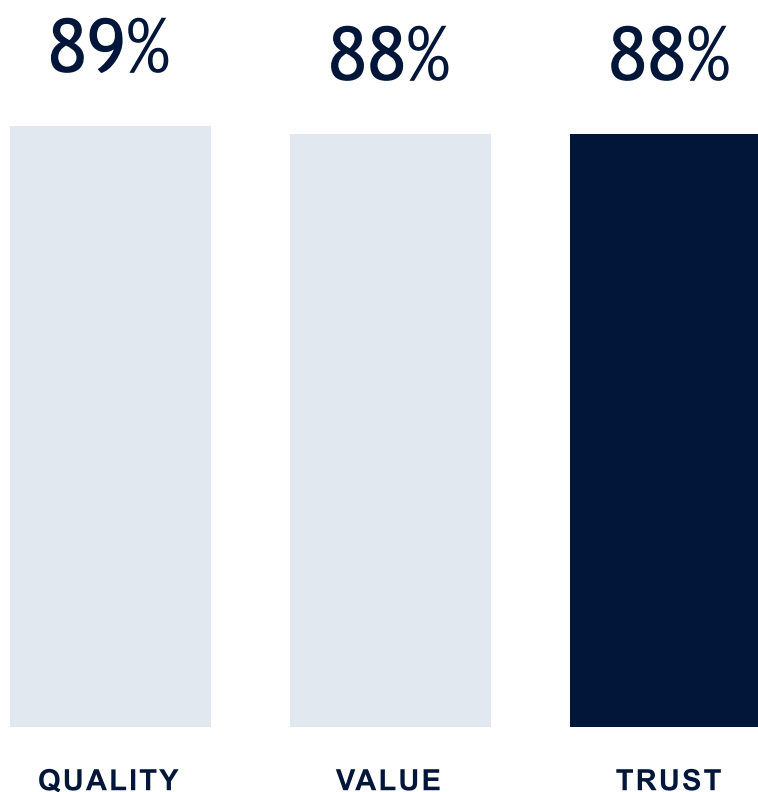


WHAT MAKES CONSUMERS BELIEVE A BRAND IN 2026

A visual report on trust, relevance and modern
consumer behaviour.

TRUST ISN'T A SOFT METRIC.

IT ENTERS THE PURCHASE DECISION.

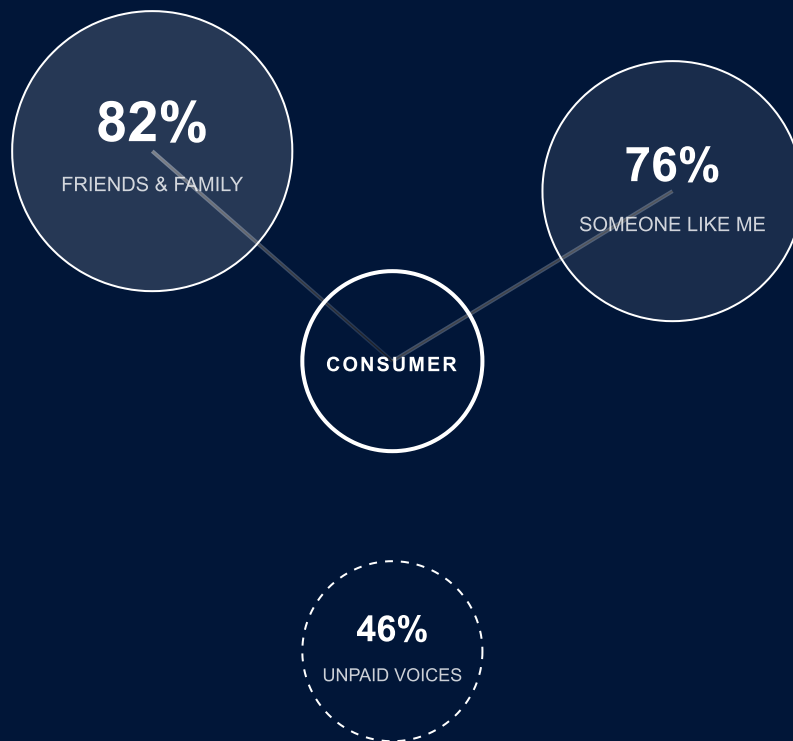


TRUST NOW SITS BESIDE QUALITY AND VALUE.

Consumers are not evaluating products on performance and price alone. Confidence in the brand itself can become part of the decision.

Source: Edelman, 2026 Trust Barometer Special Report: Brand Growth in an Insular World.
17,688 respondents | 15 countries

WHO SAYS IT CAN MATTER AS MUCH AS WHAT IS SAID.

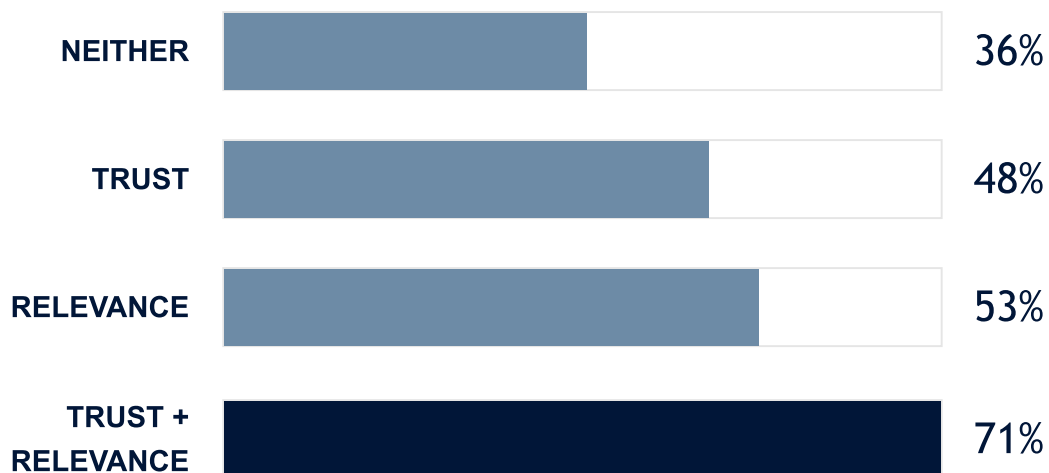


**TRUST CAN TRAVEL THROUGH PEOPLE BEFORE IT
REACHES THE BRAND.**

Context: Consumers identified in the study as having an insular trust mindset.

Source: Edelman, 2026 Brand Growth in an Insular World.

TRUST ALONE ISN'T THE WHOLE STORY.



TRUST + RELEVANCE = GREATER
PERMISSION
TO GROW

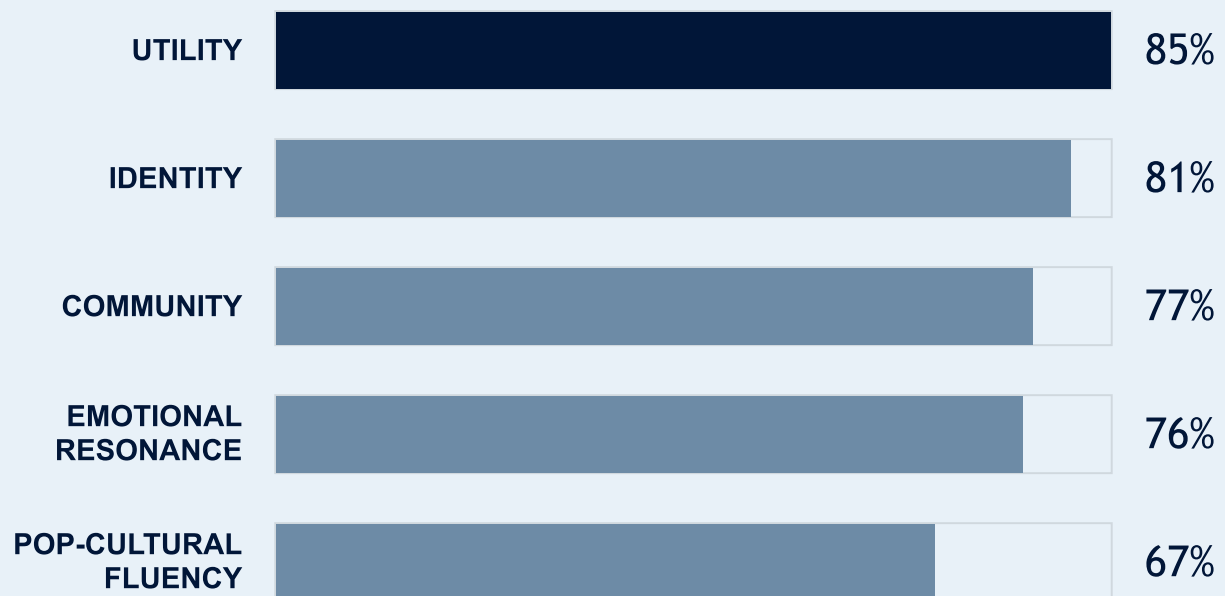
CONCEPTUAL STRATEGIC FRAMEWORK

RELEVANCE CREATES FIT. TRUST CREATES CONFIDENCE.

Together, they can strengthen consumers' willingness to stay with a brand as it grows.

Source: Edelman, 2026 Trust Barometer Special Report: Brand Growth in an Insular World.

RELEVANCE IS MORE THAN CULTURE.



BEING USEFUL CAN BE ONE OF THE STRONGEST WAYS FOR A BRAND TO FEEL RELEVANT.

Relevance is not simply about appearing culturally current. It can come from usefulness, identity, belonging and emotional connection.

Source: Edelman, 2026 Trust Barometer Special Report: Brand Growth in an Insular World.

**PEOPLE DON'T ONLY USE
BRANDS.
BRANDS CAN ALSO SIGNAL
BELONGING.**



54%

**say they feel a connection
to people who use the
same brands they do.**

+8 POINTS OVER FIVE YEARS

**A BRAND CAN FUNCTION AS MORE THAN A PRODUCT
CHOICE.**

It can also become a signal of identity and belonging.

Source: Edelman, 2026 Brand Growth in an Insular World.

TRUST CAN BE TRANSFERRED.

TRUSTED PERSON



CREDIBLE VOUCHING



BRAND



TRUST /
CONSIDERATION

FOOD / LIFESTYLE INFLUENCER



Among the 48% who trust this influencer type.

FINANCIAL INFLUENCER



Among the 44% who trust this influencer type.

**BRANDS MAY BORROW ATTENTION.
TRUST HAS TO TRAVEL THROUGH A CREDIBLE
RELATIONSHIP.**

TRUST IS BUILT BEFORE THE ASK.

STRATEGIC FRAMEWORK



01 DELIVER VALUE

Make the product useful enough to deserve confidence.

02 CREATE RELEVANCE

Understand where the brand fits into people's lives, needs and identities.

03 USE CREDIBLE VOICES

Customers, peers, communities and experts can strengthen how a brand is understood.

04 BUILD CONSISTENT EXPERIENCE

A promise becomes more believable when experience repeatedly supports it.

05 UNDERSTAND THE CONTEXT

Different audiences may rely on different signals when deciding whom to trust.

PEOPLE DON'T JUST BUY WHAT A BRAND SELLS. THEY DECIDE WHAT TO BELIEVE.

Understanding trust means understanding the signals, experiences and people surrounding the decision.