



Behr Named America's Most Trusted Paint Brand in Lifestory Research 2025 Study

Lifestory Research announces the results of the 2025 America's Most Trusted® Paint Study

NEWPORT BEACH, CA, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- The Lifestory Research 2025 America's Most Trusted® Paint Study has revealed Behr as the most trusted paint brand among U.S. consumers. With a Net Trust Quotient Score of 118.0, Behr continues to lead the paint industry, showcasing its strong reputation for quality and reliability.

This high trust rating reflects Behr's commitment to providing consumers with durable, high-performance products that consistently meet their needs.

Based on a survey of 7,922 individuals conducted over the past year, the study ranks the most recognized paint brands based on consumer trust. Following Behr in the rankings are other well-known competitors, including Sherwin-Williams, Benjamin Moore, Kilz, Valspar, Glidden, Pratt & Lambert, Olympic, Kelly-Moore, Dutch Boy, and Pittsburg Paint. While these brands have earned consumer recognition, Behr's top score underscores its dominant position in the market and its continued success in building consumer confidence.

Behr has earned the top spot in the annual study for four consecutive years, solidifying its standing as the trusted choice for paint among American consumers.

For more information about the study, visit www.lifestoryresearch.com/2025-best-paint-ranking-review

About the America's Most Trusted® Study

The Lifestory Research America's Most Trusted® study is the most extensive and longest-running independent research program seeking to understand consumers' opinions. Lifestory Research conducts an 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. We use quantitative and qualitative research to create customer insights, drive innovation, deliver brand strategy, and move people forward. For more information, please visit www.lifestoryresearch.com.

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Eric Snider
Lifestory Research
[email us here](#)

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