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Nondurables Still Near Top of Index but Satisfaction Wavering, ACSI Data Show

Clorox, Hershey, Mars, Quaker, and Adidas have promising showings while Levi Strauss, Procter & Gamble, Johnson & Johnson, and Conagra lose ground

ANN ARBOR, Mich., (December 14, 2021) – Customer satisfaction in the Manufacturing/Nondurables sector remains shaky.

According to the [American Customer Satisfaction Index's \(ACSI®\) Nondurable Products Study 2020-2021](#), just food manufacturing and athletic shoes make positive strides. Of the four remaining categories, personal care and cleaning products are stable, while soft drinks, breweries, and apparel are all the worse for wear.

“Consumers remain relatively satisfied with nondurables, but the sector isn’t as hot as it once was,” says David VanAmburg, Managing Director at the ACSI. “Last year, almost 90% of major manufacturers experienced year-over-year customer satisfaction drops, including all 11 major food processors. This time, firms like Hershey, Clorox, and Adidas saw improvements, but Procter & Gamble, Johnson & Johnson, Levi Strauss, and Conagra are struggling. As disruptions to the global supply chain continue to wreak havoc, businesses will have to adjust or risk even more growing customer dissatisfaction.”

Hershey, Mars, and Quaker headline food manufacturers

Following a slight dip last year, customer satisfaction with food manufacturing inches up 1.3% to an ACSI score of 80.

There’s a four-way tie atop the industry. Hershey and Mars, both up 1% to 82, are joined by the large group of smaller food makers (up 4%) and PepsiCo’s Quaker (unchanged).

After large ACSI declines last year, both General Mills and Kraft Heinz soar 4% to scores of 81 and 80, respectively. Despite moving in opposite directions, Campbell Soup (up 3%) and Dole (down 2%) tie at 79, just ahead of Ferrero and Kellogg, both unchanged at 78.

At the bottom of the industry, Tyson stumbles 3% to 76, and Conagra plummets 5% to a new

low score of 75.

Overall soft drink satisfaction falls flat, sinking to industry record low

Customer satisfaction with soft drinks falters again, and the industry drops 2.5% to its lowest ACSI score ever of 78.

The group of smaller soft drink makers now leads the industry, rising 1% to 81. Last year's leaders Keurig Dr Pepper (79) and PepsiCo (78) both return to their record lows, sliding 2% and 4%, respectively. Coca-Cola takes last place again, tumbling 3% to its all-time low of 77.

Beer makers slip from the Index mountaintop

Breweries' time atop the Index is over. After tumbling 3.6% a year ago, customer satisfaction with beer makers drops for a third year, skidding 2.5% to an ACSI score of 79.

The group of smaller breweries – including brands like Samuel Adams and Yuengling, and numerous craft labels – dips 2% to 82 yet maintains the lead.

Among the big brewers, Anheuser-Busch InBev still outpaces Molson Coors, but both take customer satisfaction hits. For AB InBev, satisfaction shrinks 3% to 78, while Molson Coors slips 1% to a new low of 77.

Clorox widens lead over personal care and cleaning products, while Procter & Gamble's slide continues

The personal care and cleaning products industry holds steady with an ACSI score of 79.

Clorox increases its lead, climbing 2% to 83. The group of smaller manufacturers – which includes brands like Arm & Hammer and Sensodyne – inches up 1% to meet Colgate-Palmolive (unchanged) at 80.

Unilever moves up 1% to 79, just ahead of Henkel, down 1% to 78.

Johnson & Johnson and Procter & Gamble share the bottom spot, plummeting 5% and 6%, respectively, to ACSI scores of 75. For P&G, this is its second consecutive satisfaction decline.

VF earns a share of the apparel lead, while Levi Strauss stumbles mightily

After bucking the negative trend last year, customer satisfaction with the apparel industry wanes 1.3% to an ACSI score of 78.

The group of smaller clothing companies slips 1% to 78, yet holds a share of the lead with VF, which increases 1% year over year.

Hanesbrands and Levi Strauss tie for the lowest score in the category at 75. The former slips just

1%, while the latter plunges 5%.

Adidas sprints past other athletic shoe manufacturers

Customer satisfaction with athletic shoes bounces back, improving 1.3% to an ACSI score of 78.

Adidas regains its footing and takes the top spot after surging 3% to 79. The large group of smaller athletic shoemakers (up 1%) – including brands like New Balance, Skechers, Asics, and Avia – and Nike (unchanged) score 77 each.

The [ACSI Nondurable Products Study 2020-2021](#) is based on interviews with 5,080 customers, chosen at random and contacted via email between October 6, 2020, and September 25, 2021. Download the [full study](#), and follow the ACSI on [LinkedIn](#) and Twitter at [@theACSI](#).

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About the ACSI

The [American Customer Satisfaction Index](#) (ACSI®) has been a national economic indicator for 25 years. It measures and analyzes customer satisfaction with more than 400 companies in 47 industries and 10 economic sectors, including various services of federal and local government agencies. Reported on a scale of 0 to 100, scores are based on data from interviews with roughly 500,000 customers annually. For more information, visit www.theacsi.org.

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