



America's Best Home and Garden Brands 2023

Methodology

Newsweek

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Summary of Methodology

America's Best Home and Garden Brands for 2023 have been chosen based on **over 2 million relevant online reviews and ratings** that were written between January 2020 and January 2023. The **top 402 brands** are awarded across **84 unique home and garden categories**.

The ranking was created using **both ratings and written online reviews** about a variety of home and garden products. The written reviews were analyzed using a **sentiment analysis**¹ approach that identified and extracted relevant information from the written reviews and examined the expressed opinions and feelings about the products. This type of analysis dives deeper into reviews than ratings alone by identifying keywords and phrases that indicate specific attitudes, emotions, and opinions towards a product. Then, a text analysis categorized the reviews as positive, neutral, or negative.

For each category, **nine product-specific aspects** were selected and analyzed to create an overall score for each distinct brand. The weight of each aspect in the overall score differed between categories depending on the importance of the aspect (e.g., safety was given more weight in the power saw category than in coffee makers).

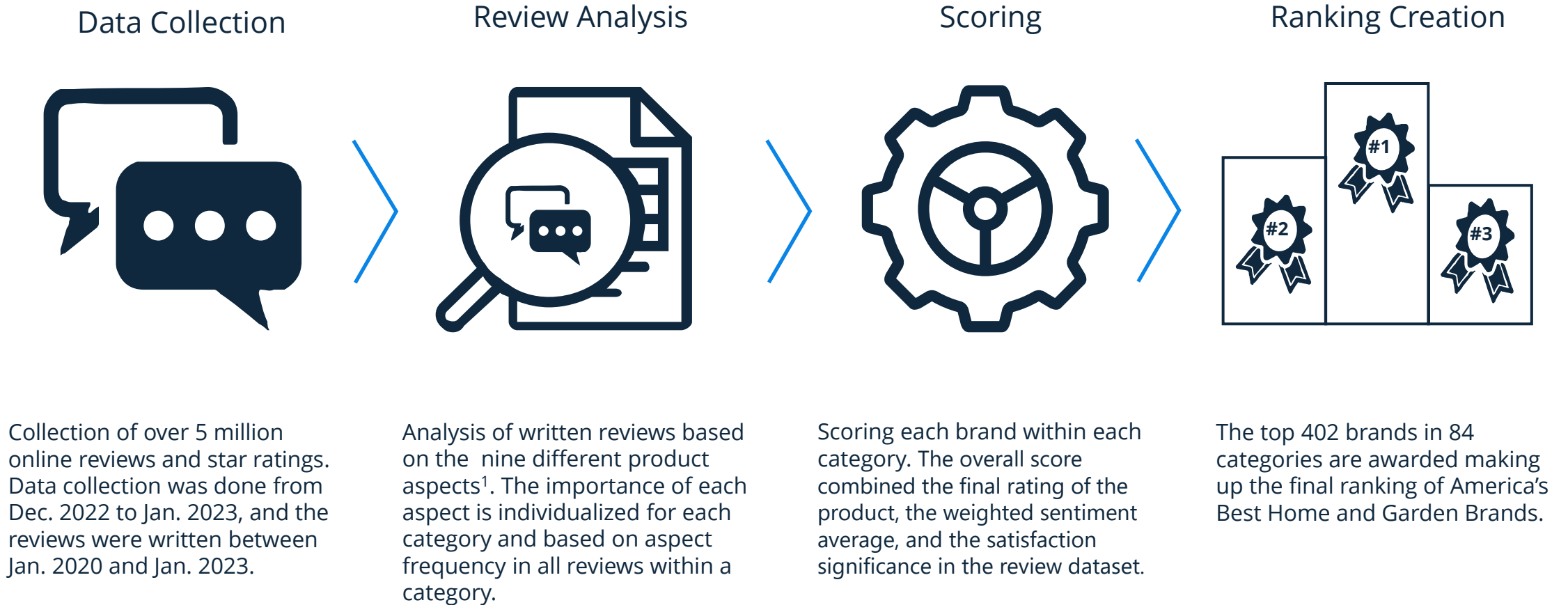
The nine product-specific aspects are:

- | | | |
|----------------|--------------------|------------|
| 1. Performance | 4. Value for Money | 7. Service |
| 2. Convenience | 5. Quality | 8. Safety |
| 3. Experience | 6. Design | 9. Set-Up |

1. Jain, P. K., Pamula, R., & Srivastava, G. (2021). A systematic literature review on machine learning applications for consumer sentiment analysis using online reviews. *Computer Science Review*, 41, 100413, doi: 10.1016/j.cosrev.2021.100413; Mouthami, K. Devi, K. N., & Bhaskaran V. M. (2013). Sentiment analysis and classification based on textual reviews. *International Conference on Information Communication and Embedded Systems (ICICES)*, 271-276, doi: 10.1109/ICICES.2013.6508366.

Methodology Process

America's Best Home and Garden Brands 2023



1. Nine product aspects: Performance, Design, Convenience, Service, Experience, Safety, Value for Money, Set-up, Quality

Categories: Home

Each brand grouped by category

1. Air Conditioners
2. Air Fryers
3. Air Mattresses
4. Air Purifiers
5. Automatic Coffee Makers
6. Beauty Fridges
7. Blenders
8. Bread Makers
9. Chest Freezers
10. Coffee Makers
11. Cooktops
12. Cookware
13. Curtains
14. Deep Fryers
15. Dehumidifiers
16. Dishwashers
17. Fabric Steamers
18. Food Chopper
19. Food Processors
20. Full-Size Dryers
21. Garbage Disposals
22. Griddles
23. Hand Mixers
24. Home Soda Makers
25. Household Sensors
26. Humidifiers
27. Ice Cream Makers
28. Ice Makers
29. Indoor Grills
30. Irons
31. Juicers
32. Kettles
33. Mattresses
34. Meat Grinders
35. Mesh Networking
36. Microwaves
37. Mini Refrigerators
38. Multicookers
39. Popcorn Makers
40. Portable Air Conditioners
41. Pressure Cookers
42. Range Hoods
43. Range Ovens
44. Refrigerators
45. Rice Cookers
46. Robotic Vacuums
47. Routers
48. Sandwich Makers
49. Security Cameras
50. Sewing Machines
51. Single-Serve Coffee Makers
52. Slow Cookers
53. Smart Lighting
54. Smart Thermostats
55. Smart TVs
56. Space Heaters
57. Stand Mixers
58. Steam Cleaners
59. Streaming Devices
60. Toaster Ovens
61. Toasters
62. Upright Freezers
63. Vacuums
64. Waffle Makers
65. Wall Ovens
66. Washer-Dryer Combos
67. Washing Machines

Categories: Garden

Each brand grouped by category

1. Chainsaws
2. Fire Pits
3. Generators
4. Greenhouses
5. Inflatable Pools
6. Lawn Mowers
7. Leaf Blowers
8. Outdoor Grills
9. Paint Sprayers
10. Pool Floats
11. Power Drills
12. Power Saws
13. Robotic Lawn Mowers
14. Smokers
15. Snow Blowers
16. Trampolines
17. Wheelbarrows

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Sources:

Data gathered with ReQiew

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Disclaimers:

The ranking is comprised exclusively of brands that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on publicly available data sources at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of reviews and ratings written between January 2020 and January 2023. Furthermore, events preceding or following the period 01/01/2020-01/01/2023 and/or pertaining to individual persons affiliated/associated to the brands were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about home and garden brands. The quality of brands that are not included in the ranking is not disputed.