Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.

Brand Name	Clean & Clear
Company	Johnsons & Johnsons
Category	Personal Care - skin care
Market	urban_major_cities,semi_urban_areas,nationwide
Rating Updated	29th Apr 2026

Brand Audit Summary for Clean & Clear

Clean & Clear is a global skincare giant specifically designed for young adults and teenagers. Originally launched by Revlon and later acquired by Johnson & Johnson (now under Kenvue), the brand carved out a niche by focusing entirely on "problem skin" like oiliness and breakouts. In Pakistan, it has become a household name through iconic products like its Foaming Facial Wash and Essentials line, positioning itself as a bold, supportive friend to young people navigating puberty.

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story
The definitive "starter brand" for young skin, Clean & Clear is the go-to specialist for teenagers battling oil and acne with high-energy, relatable branding.

Quality Score : 84.5%
Effective for acne but basic vs Olay

Familiarity : 95%
Strong youth recognition in Pakistan

Affordability : 84.5%
Slightly expensive vs local brands like Saeed Ghani

Availability : 84.5%
Strong retail presence

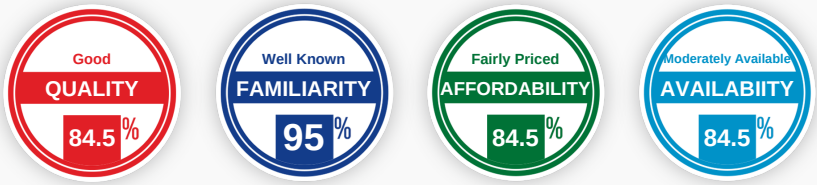
Trust : 84.5%
Backed by global reputation but not premium trust

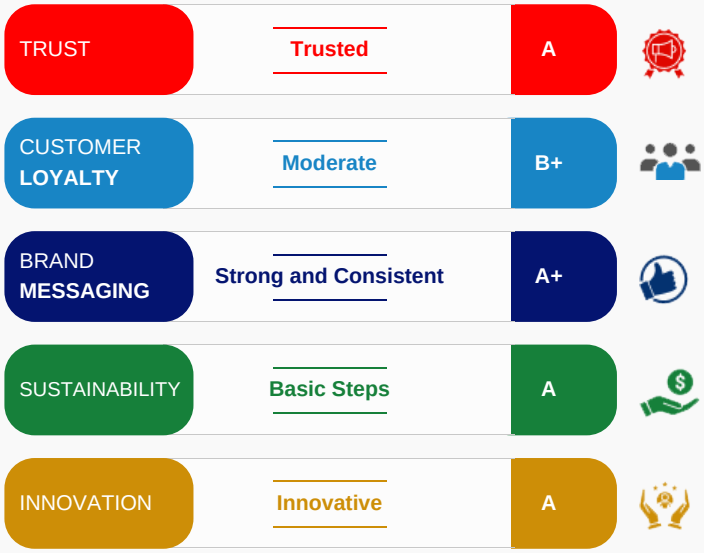
Customer Loyalty : 74.5%
Youth shift to Korean/skincare trends reduces loyalty

Brand Messaging : 95%
Clear acne-focused communication

Sustainability : 84.5%
No strong sustainability positioning

Overall Score **A** 85.72%





Brand Index Analysis

Clean & Clear dominates the "entry-level" market because it understands its demographic perfectly: the Gen Z and Alpha consumer. Their marketing focuses on confidence and clear skin without the complexity of medical jargon. While premium brands focus on anti-aging, Clean & Clear maintains its crown in oil control and affordability. However, as consumers become more ingredient-savvy, the brand faces pressure from "cleaner" rivals to move away from harsh sulfates and artificial fragrances.

Credit: This Report is auto generaated by brandsindex.org

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Innovation : 84.5%

Limited innovation; largely stagnant product line

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