Brand Spotlight : Insights and Ratings

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

Brand Name	Frooti Juice
Company	Shangrila Foods (Private) Limited
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,semi_urban_areas,international_market
Rating Updated	7th May 2026

Brand Audit Summary for Frooti Juice

Owned by Parle Agro, Frooti is a pioneer in Tetra Pak packaging. In Pakistan, it is perceived as a premium, indulgent "mango snack in a bottle" rather than just a juice, often commanding higher brand recall than local competitors.

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

Final Brand Story
An iconic mango-centric beverage brand that maintains a strong emotional connection with Gen-Z and Millennials

Quality Score : 84.5%
Thick pulp texture is distinct

Familiarity : 95%
The "Mango Frooti" jingle remains a core memory

Affordability : 95%
Expensive compared to local brands like Shezan or Fruiti-O

Availability : 84.5%
Fluctuates based on import/distribution hurdles

Trust : 74.5%
(Consumers sometimes worry about "expired" imports in smaller shops)

Customer Loyalty : 84.5%
Strong "flavor-first" following

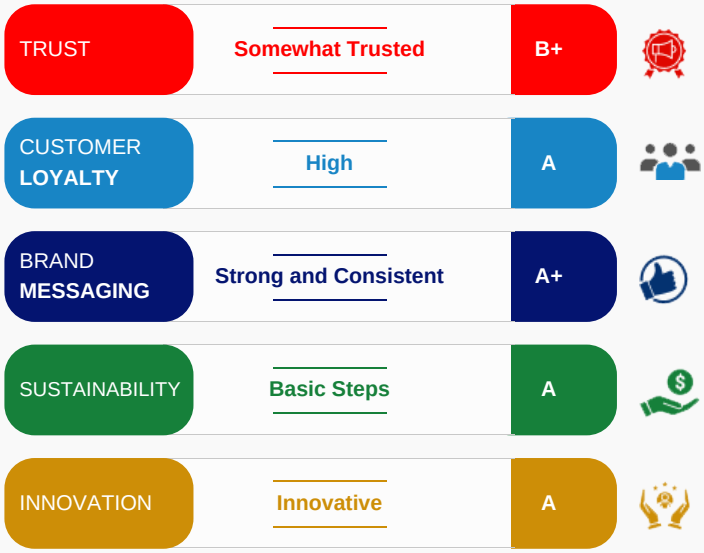
Brand Messaging : 95%
Global marketing keeps the brand feeling fresh/young

Sustainability : 84.5%
Standard Tetra Pak recycling issues

Innovation : 84.5%

Overall Score **A** 86.89%





Brand Index Analysis

Frootiâ€™s strength lies in its bold, youthful marketing. However, in 2026, it faces intense competition from local players like NestlÃ© Fruita Vitals. To stay ahead, it relies on its distinct "thick pulp" texture and highly recognizable neon-yellow branding.

Credit: This Report is auto generaated by brandsindex.org

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Limited to occasional packaging size changes

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