

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%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

High

A



BRAND MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

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

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Limited to occasional packaging size changes