Brand Spotlight : Insights and Ratings

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

Brand Name	Khaadi Women
Company	Khaadi
Category	Fashion & Apparel - Womens Clothing
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide,international_market
Rating Updated	23rd Apr 2026

Brand Audit Summary for Khaadi Women

Khaadi Women is a leading Pakistani fashion brand known for blending traditional craftsmanship with modern designs. It offers a wide range of apparel including unstitched, ready-to-wear, and seasonal collections. With a strong retail presence in Pakistan and abroad, Khaadi has evolved into a lifestyle brand recognized for its vibrant prints, cultural identity, and contemporary fashion appeal.

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

Final Brand Story
Khaadi Women is a well-known Pakistani fashion brand offering contemporary ethnic wear with strong brand recognition, creative designs, and wide accessibility across local and international markets.

Quality Score : 74.5%
Quality is acceptable but can vary across collections, with occasional concerns in fabric durability and finishing.

Familiarity : 95%
Highly recognized brand with strong presence across Pakistan and growing international visibility.

Affordability : 84.5%
Offers reasonable pricing within the mid-premium segment, balancing design and brand value.

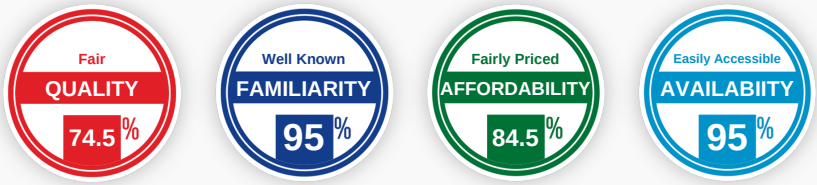
Availability : 95%
Widely available through retail outlets, malls, and online platforms nationwide.

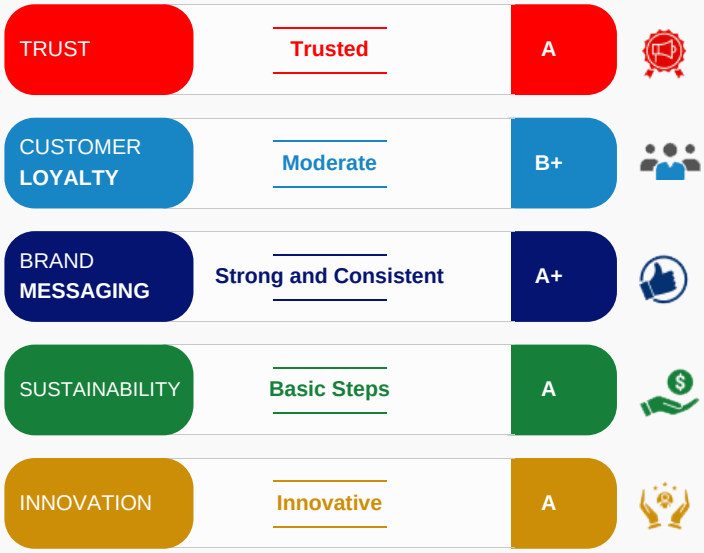
Trust : 84.5%
Maintains solid consumer trust due to brand reputation and consistent market presence.

Customer Loyalty : 74.5%
Customers return for design appeal, but also switch between competing fashion brands.

Brand Messaging : 95%

Overall Score **A** 85.78%





Brand Index Analysis

Khaadi Women holds a strong market position due to high brand awareness, creative designs, and extensive distribution. Its strengths include innovation, strong marketing, and cultural relevance. However, perceived inconsistencies in quality and pricing sensitivity impact value perception. Customer loyalty is moderate due to strong competition, but the brand continues to perform well through seasonal collections and evolving fashion trends.

Credit: This Report is auto generaated by brandsindex.org

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Clear communication focused on culture, creativity, and modern ethnic fashion.

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Sustainability : 84.5%
Limited visible sustainability efforts, with gradual movement toward responsible practices.

Innovation : 84.5%
Known for creative prints and fusion styles, regularly introducing fresh seasonal designs.

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