Brand Spotlight : Insights and Ratings

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

Brand Name	Bata for men
Company	Bata foot wear
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,semi_urban_areas
Rating Updated	28th Apr 2026

Brand Audit Summary for Bata for men

Bata Pakistan is a titan of the footwear industry, operating since 1942. With a retail network of over 500 stores, it serves as the primary touchpoint for millions of consumers. While it is a global entity, its local integration is so deep that it is often perceived as a home-grown brand. Its portfolio ranges from the iconic "Bubblegummers" for kids to the "Bata Comfit" and "Hush Puppies" lines for men, maintaining a reputation for durability across all social strata.

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

Final Brand Story
Bata is Pakistanâ€™s definitive "Family Brand," offering unmatched accessibility and reliability. It dominates the mass market by balancing nostalgic heritage with modern, versatile footwear designs.

Quality Score : 95%
Strong durable mass-market quality; ahead of Borjan, Ndure, comparable to Service in consistency

Familiarity : 95%
Highest nationwide penetration; dominant over all listed competitors

Affordability : 84.5%
Mid-range pricing; less affordable than Ndure/Service entry lines

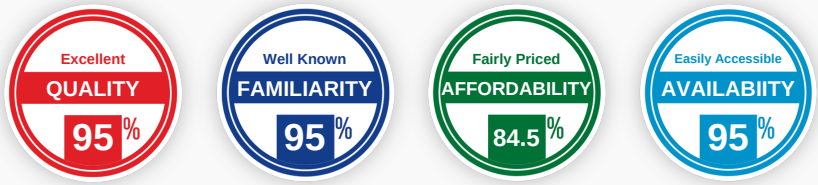
Availability : 95%
Widest retail + mall + city coverage in Pakistan

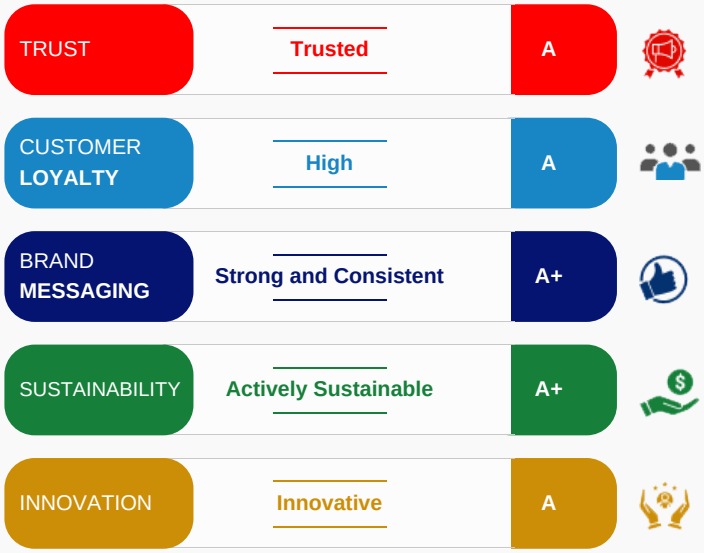
Trust : 84.5%
Long-established trust; stronger than all competitors

Customer Loyalty : 84.5%
Stable repeat buyers but increasing competition from Ndure

Brand Messaging : 95%
Limited visible sustainability initiatives compared to

Overall Score **A+** 90.33%





Brand Index Analysis

Bataâ€™s strength lies in its "Cradle-to-Grave" marketing strategy. For men, it transitions from school shoes to trendy "North Star" sneakers and eventually to "Don Carlos" formals, capturing the consumer at every life stage. While it faces stiff competition from local fashion-forward brands, Bataâ€™s investment in ergonomic technology and its vast "Middle-Class" pricing keeps it resilient. Its recent shift toward modernizing store experiences shows it is successfully fighting to stay relevant.

Credit: This Report is auto generaated by brandsindex.org

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newer brands

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Sustainability : 95%
Limited visible sustainability initiatives compared to newer brands

Innovation : 84.5%
Slow design innovation; Ndure leads in trend-driven styles

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