Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Bata for women

Established in 1942 and formally incorporated in Pakistan in 1951, Bata Pakistan Limited is a subsidiary of the global Bata Shoe Organization. With a massive retail network of over 440 outlets and hundreds of wholesale dealers, it is one of the country's largest footwear retailers. The brand serves women through specialized sub-brands like Marie Claire (contemporary fashion), Prive (premium heels), and Bata Comfit (medicated comfort), ensuring a product for every socioeconomic segment.

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

Final Brand Story
Bata is the quintessential "Peopleâ€™s Brand," offering an expansive range of reliable and affordable footwear that has been a staple in every Pakistani household for over eight decades.

Quality Score : 84.5%
Reliable quality focused on durability and everyday use rather than premium materials.

Familiarity : 95%
Extremely high brand awareness across Pakistan in all age and income groups.

Affordability : 95%
Offers wide price range with strong affordability for mass consumers.

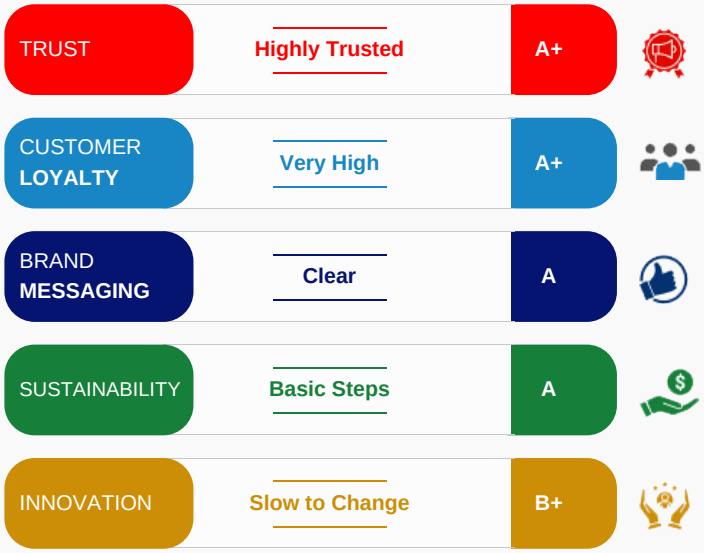
Availability : 95%
Extensive nationwide presence in cities, towns, and rural areas.

Trust : 95%
Long-standing legacy and consistent quality make it one of the most trusted footwear brands.

Customer Loyalty : 95%
Strong repeat customer base across generations due to reliability and accessibility.

Overall Score **A** 89.22%





Brand Index Analysis

Bataâ€™s strength lies in its "Omnipresence and Durability." While competitors focus on high-fashion niches, Bata dominates the "Essential" market, from school shoes to daily-wear slippers. Their recent "Surprisingly Bata" transformation has successfully modernized their image, moving beyond just school shoes to offer trendy, upbeat collections for young women. By balancing international technology with local price sensitivities, Bata maintains a loyal multi-generational consumer base that other b

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Brand Messaging : 84.5%
Focuses on comfort, durability, and value for everyday use.

Sustainability : 84.5%
Some global sustainability efforts, though limited awareness in local market.

Innovation : 74.5%
Focuses more on reliability than trend-driven innovation.

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