Brand Spotlight : Insights and Ratings

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

Brand Name	Ndure men
Company	Service shoes
Category	Fashion & Apparel - Footwear
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide
Rating Updated	28th Apr 2026

Brand Audit Summary for Ndure men

Launched as a standalone lifestyle brand by Service Sales Corporation, Ndure quickly carved out a niche by moving away from traditional "dad shoes." It focuses on a "Get Real" philosophy, offering edgy, vibrant, and contemporary designs. While it carries the legacy of its parent company's quality, Ndure's identity is built on streetwear, activewear, and casual comfort, making it a favorite for young adults seeking affordable but high-fashion alternatives.

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

Final Brand Story
Ndure is the "cool, younger brother" of the Service family. It bridges the gap between high-street fashion and athletic performance, targeting a bold, modern Pakistani audience.

Quality Score : 84.5%
Stylish but slightly below Bata in long-term durability

Familiarity : 84.5%
Strong in urban youth markets, less rural penetration than Service

Affordability : 74.5%
Competitive pricing vs Bata and Borja

Availability : 74.5%
Strong urban retail presence, improving nationwide reach

Trust : 95%
Growing trust but still younger brand perception

Customer Loyalty : 84.5%
Strong among youth segment

Brand Messaging : 95%
Modern, fashion-led positioning; strongest among competitors

Overall Score **A** 84.67%





Brand Index Analysis

Ndureâ€™s success is rooted in its ability to capture the "Gen Z" and "Millennial" mindset. By focusing on aesthetics that mimic international trendsâ€”chunky sneakers, sleek loafers, and ergonomic sandalsâ€”it has disrupted the traditional market. Its pricing is aggressive, offering a "fast-fashion" turnover that keeps the inventory fresh. For the modern man, Ndure provides a versatile range that works for both the gym and social hangouts, successfully distancing itself from the "conservative" image

Credit: This Report is auto generaated by brandsindex.org

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Sustainability : 74.5%

Some awareness but not core positioning

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Innovation : 95%
Leading in design trends and seasonal collections

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