

# 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%



TRUST	Highly Trusted	A+	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Minimal	B+	
INNOVATION	Market Leader	A+	

## Brand Index Analysis

Ndure's success is rooted in its ability to capture the "Gen Z" and "Millennial" mindset. By focusing on aesthetics that mimic international trends—chunky sneakers, sleek loafers, and ergonomic sandals—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.

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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