Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Ndure women

Ndure was launched as a modern retail venture by the Service Group to specifically target the younger, more fashion-forward demographic. Unlike its parent brand's traditional image, Ndure focuses on "athleisure" and "fast-fashion" aesthetics. It offers a wide array of women's sneakers, activewear, chic sandals, and accessories. Since its inception, it has established a strong presence in major malls and high streets, positioning itself as a cool, accessible, and contemporary lifestyle brand.

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

Final Brand Story
Ndure is a vibrant, trend-setting brand that delivers high-energy fashion and edgy designs, making it the top choice for young, active women who want to stay ahead of the style curve.

Quality Score : 84.5%
Reliable and comfortable footwear with decent durability for everyday use.

Familiarity : 95%
Strong brand awareness in urban and semi-urban markets of Pakistan.

Affordability : 95%
Mid-range pricing suitable for budget-conscious and middle-income consumers.

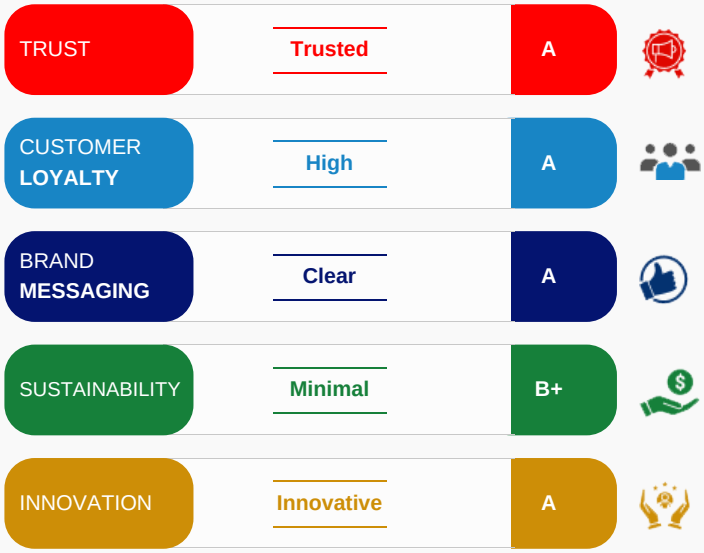
Availability : 95%
Widely available in retail stores and major footwear outlets across cities.

Trust : 84.5%
Consistent quality builds moderate to strong consumer trust.

Customer Loyalty : 84.5%
Good repeat purchase behavior due to comfort and modern designs.

Overall Score **A** 86.89%





Brand Index Analysis

Ndureâ€™s competitive edge is its "Fast-Fashion Agility." It successfully mirrors global streetwear trends and brings them to the local market at lightning speed. While other legacy brands focus on the "family" unit, Ndure speaks directly to the individualâ€"the student, the young professional, and the fitness enthusiast. Their strength lies in their sneaker and athleisure lines, where they offer high-impact style without the heavy price tag of international sports brands. This "cool-factor" makes t

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Brand Messaging : 84.5%
Focuses on comfort, active lifestyle, and modern casual footwear.

Sustainability : 74.5%
Limited visible sustainability initiatives in local market communication.

Innovation : 84.5%
Focus on comfort technology and sporty, lightweight footwear designs.

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