Brand Spotlight : Insights and Ratings

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

Brand Name	Sunridge
Company	Unity Foods Limited
Category	Food & Beverages - Wheat Flour
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide,international_market
Rating Updated	4th May 2026

Brand Audit Summary for Sunridge

Sunridge is a leading packaged flour brand in Pakistan known for quality, hygiene, and fortified health positioning. It targets urban middle-class consumers looking for branded, safe flour alternatives.

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

Final Brand Story
Strong premium atta brand with high trust and health positioning.

Quality Score : 95%
Better processing than loose atta; slightly below premium niche brands.

Familiarity : 95%
Strong urban awareness.

Affordability : 84.5%
Higher than loose atta.

Availability : 95%
Strong retail presence.

Trust : 84.5%
Reliable but not dominant leader.

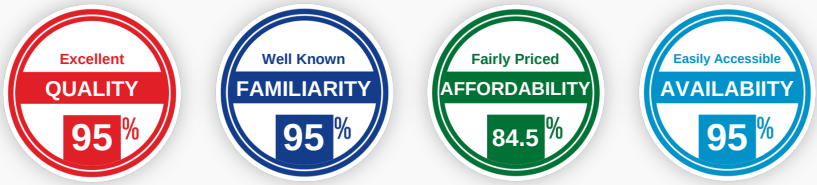
Customer Loyalty : 74.5%
Switching exists vs Bake Parlor.

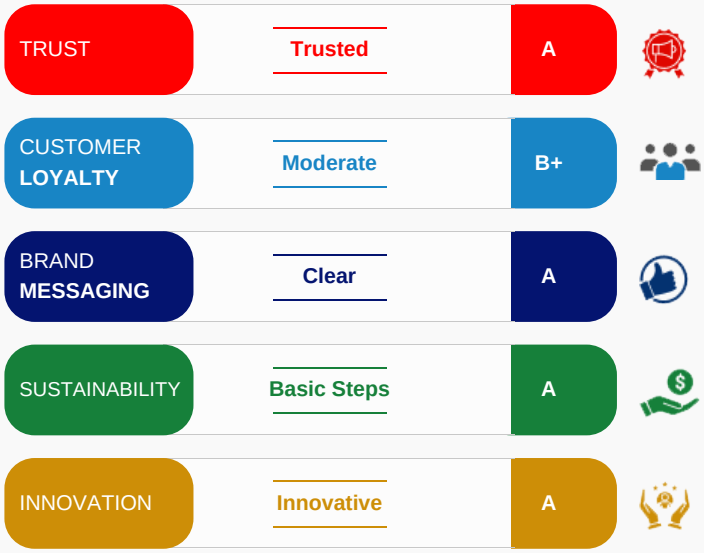
Brand Messaging : 84.5%
Health-focused but not emotional.

Sustainability : 84.5%
Limited visible efforts.

Innovation : 84.5%
Fortified variants.

Overall Score **A** 86.89%





Brand Index Analysis

Strong in trust, quality consistency, and branding. Slightly premium pricing limits mass affordability but strengthens premium perception.

Credit: This Report is auto generaated by brandsindex.org