

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%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

Brand Index Analysis

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