# Brand Spotlight : Insights and Ratings

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

| | |
|---|---|
| **Brand Name** | Noody |
| **Company** | Logandis SARL |
| **Category** | Food & Beverages - Noodles |
| **Market** | urban_major_cities |
| **Rating Updated** | 30th Apr 2026 |

## Brand Audit Summary for Noody

Shoop is positioned as a low-cost instant noodle brand targeting price-sensitive consumers in Pakistan. It offers basic flavors and focuses on affordability rather than premium quality or strong branding. The brand has moderate presence in local markets but lacks the strong recognition and emotional connection seen in top brands like Indomie or Maggi.

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

**Final Brand Story**
A budget-friendly noodle brand with decent availability and acceptable quality, but limited brand power and weak differentiation compared to leading competitors.

**Quality Score : 84.5%**
Basic quality; below Indomie/Maggi.

**Familiarity : 84.5%**
Moderate awareness in budget segment.

**Affordability : 95%**
Strong price positioning.

**Availability : 95%**
Widely available in local markets.

**Trust : 84.5%**
Neutral consumer perception.

**Customer Loyalty : 74.5%**
Price-based switching common.

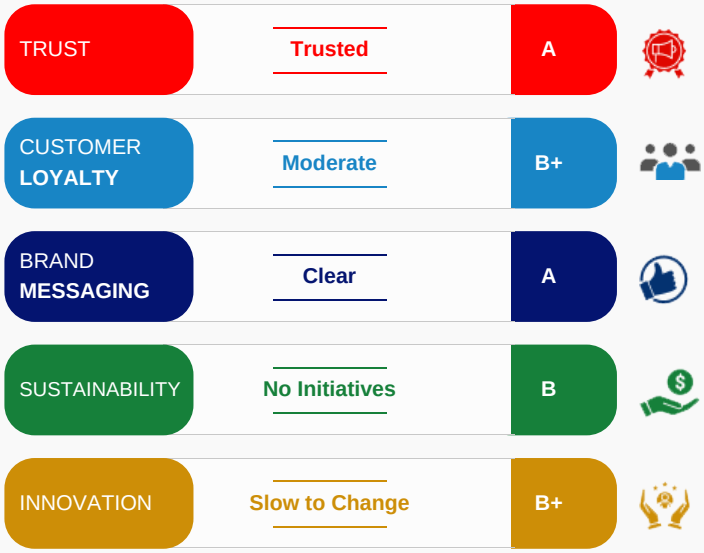
**Brand Messaging : 84.5%**
Limited strong campaigns.

**Sustainability : 64.5%**
No visible initiatives.

**Innovation : 74.5%**

Overall Score **A** 82.39%




## Brand Index Analysis

Shoop competes mainly on price, making it accessible to lower-income segments. However, limited marketing, average product quality, and low brand loyalty weaken its competitive position. Consumers often switch to stronger brands when affordability is not the main concern, indicating Shoop is more of a substitute option rather than a preferred choice.

Credit: This Report is auto generaated by brandsindex.org

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Minimal product differentiation.

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