Brand Spotlight : Insights and Ratings

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

Brand Name	K&Nâ€™S
Company	K&Nâ€™S FOODS (PVT.) LTD
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,nationwide,international_market
Rating Updated	7th May 2026

Brand Audit Summary for K&Nâ€™S

Founded in 1964, K&Nâ€™S operates a vertically integrated "Farm-to-Fork" model. They donâ€™t just sell chicken; they sell "Purely Different" quality through their exclusive chain of K&Nâ€™s Chicken Stores.

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

Final Brand Story
The undisputed "Gold Standard" of Pakistanâ€™s poultry and frozen food industry, synonymous with safety and hygiene.

Quality Score : 95%
Unmatched "cold chain" and processing standards

Familiarity : 95%
Synonymous with frozen chicken in PK

Affordability : 74.5%
Significantly more expensive than all competitors

Availability : 95%
Their own exclusive store network is a massive advantage

Trust : 95%
The most trusted food brand for hygiene

Customer Loyalty : 95%
Health-conscious parents won't switch easily

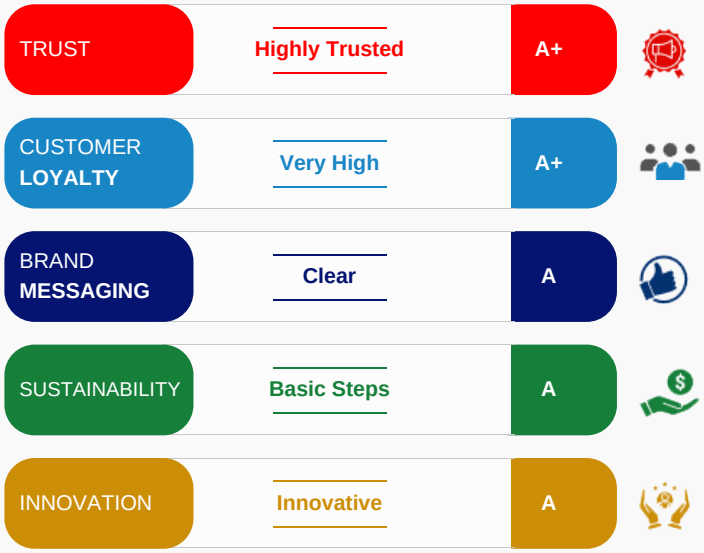
Brand Messaging : 84.5%
Focuses heavily on safety and "pureness"

Sustainability : 84.5%
High plastic usage in packaging

Innovation : 84.5%
Frequent new product launches like 'Deline'

Overall Score **A** 89.22%





Brand Index Analysis

Their 2026 position is fortified by a clinical reputation for purity. While they are significantly more expensive than brands like Sufi, their "health-first" narrative ensures they remain the primary choice for the affluent and health-conscious urban segment.

Credit: This Report is auto generaated by brandsindex.org