Brand Spotlight : Insights and Ratings

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

Brand Name	HILAL FOODS
Company	Hilal Foods Pvt Ltd
Category	Food & Beverages - Packaged Foods
Market	rural_areas,nationwide
Rating Updated	7th May 2026

Brand Audit Summary for HILAL FOODS

Hilal is a master of the "mass-market" segment, excelling in low-unit-price (LUP) packaging that makes their donuts and candies accessible to even the lowest-income rural demographics.

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

Final Brand Story
A high-volume FMCG powerhouse dominating the impulse-purchase categories of confectionery, cakes, and snacks.

Quality Score : 84.5%
Focuses on volume over gourmet ingredients

Familiarity : 95%
Every child in PK knows Hilal

Affordability : 95%
Leader in mass-market pricing

Availability : 95%
Found in the smallest "kiryana" stores

Trust : 74.5%
Often associated with "junk food" by parents

Customer Loyalty : 74.5%
Switching cost is zero; consumers buy whatâ€™s on the counter

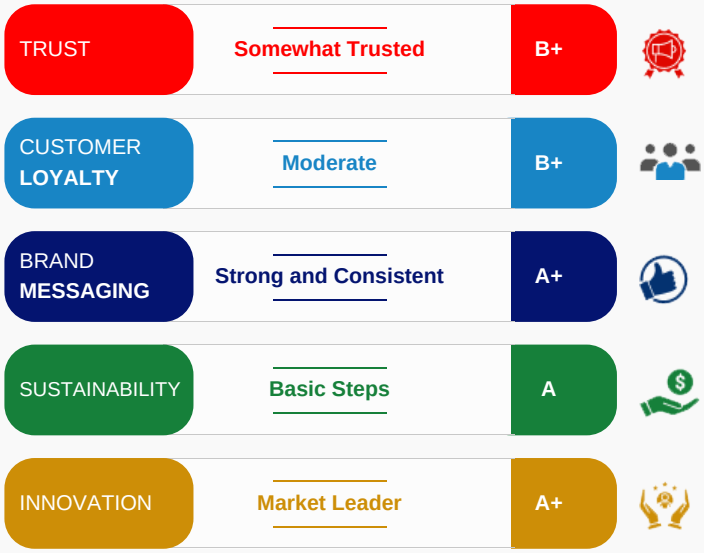
Brand Messaging : 95%
Vibrant, high-budget TVCs

Sustainability : 84.5%
Massive generator of single-use sachet waste

Innovation : 95%
Rapidly launches new candy and cake shapes

Overall Score **A** 88.11%





Brand Index Analysis

Hilal is a distribution beast. By 2026, they have successfully diversified into high-margin categories like 'Cup Kake'. Their weakness is a "budget" brand perception, but their sheer volume and rural penetration make them an essential market player.

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