Brand Spotlight : Insights and Ratings

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

Brand Name	SHEZAN
Company	Shezan International Limited
Category	Food & Beverages - Packaged Foods
Market	nationwide,international_market
Rating Updated	7th May 2026

Brand Audit Summary for SHEZAN

One of the oldest food companies in Pakistan, Shezan is a staple in breakfast and tea-time routines. It is perceived as a "Family Care" brand that values tradition over flashy modern trends.

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

Final Brand Story
A national heritage brand representing the traditional flavors of Pakistanâ€™s orchards through juices, jams, and pickles.

Quality Score : 84.5%
Jams and pickles are still high-tier

Familiarity : 95%
Found in almost every Pakistani pantry

Affordability : 95%
Fair pricing across the board

Availability : 95%
Deep national penetration

Trust : 84.5%
Decades of scandal-free heritage

Customer Loyalty : 84.5%
Eroding as younger housewives prefer "modern" brands

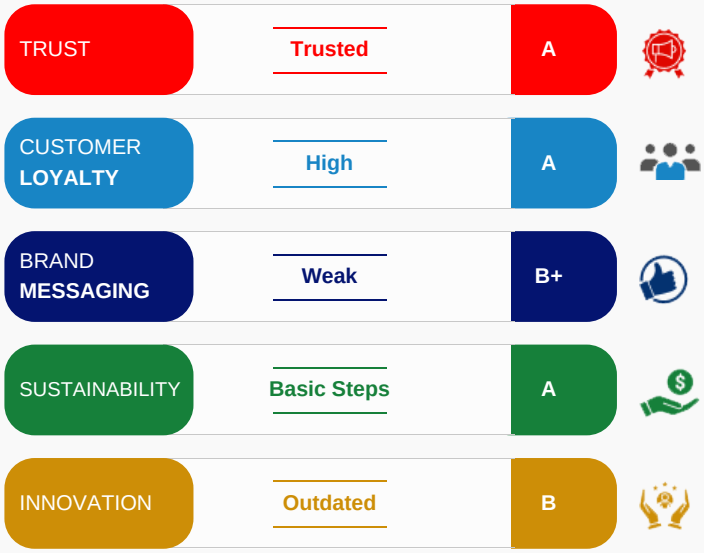
Brand Messaging : 74.5%
Marketing feels stuck in the 90s

Sustainability : 84.5%
Glass bottle usage is a plus for eco-friendliness

Innovation : 64.5%
Rarely attempts anything outside its core fruit range

Overall Score **A** 84.67%





Brand Index Analysis

While Shezan enjoys high trust, its brand image is increasingly seen as "dated" by Gen-Z. In 2026, they are successfully defending market share through exports and consistent quality in their core glass-bottle juice and preserve categories.

Credit: This Report is auto generaated by brandsindex.org