Brand Spotlight : Insights and Ratings

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

Brand Name	KOLSON
Company	Lotte Kolson Pvt Ltd
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,nationwide
Rating Updated	7th May 2026

Brand Audit Summary for KOLSON

Now a part of the South Korean Lotte Corporation, Kolson owns the iconic 'Slanty' brand. They are pioneers in the pasta category, making Italian-style meals accessible to the middle class.

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

Final Brand Story
A dynamic snack and pasta leader that bridges the gap between traditional munchies and international food standards.

Quality Score : 84.5%
Lotte ownership has improved standards

Familiarity : 95%
Slanty is a household name

Affordability : 95%
Well-priced for the school-lunch segment

Availability : 95%
Wide urban and rural reach

Trust : 95%
Known for clean, tasty snacks

Customer Loyalty : 95%
Strong repeat purchase for Slanty and Pasta

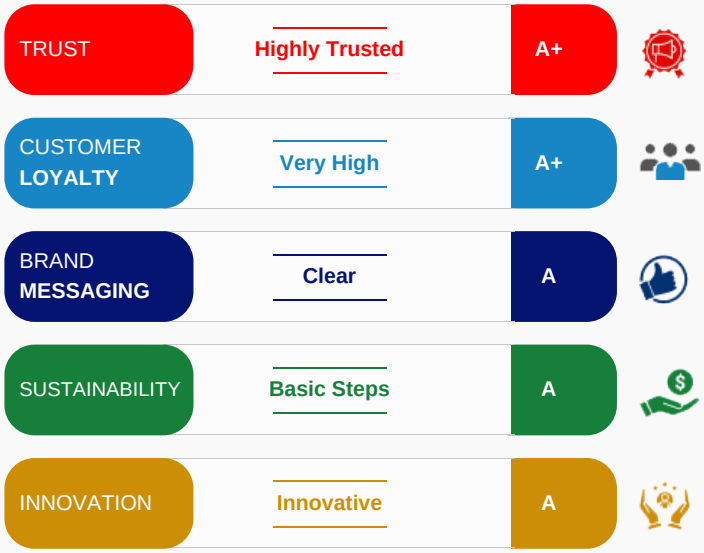
Brand Messaging : 84.5%
Functional but rarely "inspiring

Sustainability : 84.5%
Standard snack foil packaging

Innovation : 84.5%
Leading the way in pasta variety

Overall Score **A+** 90.33%





Brand Index Analysis

Post-acquisition by Lotte, Kolson has improved its operational efficiency and modern trade presence. Their 2026 strategy relies on "crave-able" innovation, such as new snack shapes and flavors that keep younger consumers engaged.

Credit: This Report is auto generaated by brandsindex.org