

# Brand Spotlight : Insights and Ratings

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

Brand Name	YOUNG&™S
Company	YOUNGS PRIVATE LTD
Category	Food & Beverages - Packaged Foods
Market	urban_major_cities,nationwide
Rating Updated	7th May 2026

## Brand Audit Summary for YOUNG&™S

Starting in 1988, Young&™s successfully localized mayonnaise—a Western condiment—into a household essential. They have expanded into honey and chocolate spreads, focusing on nutrition and convenience.

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

### Final Brand Story

The definitive leader in the mayonnaise and sandwich-spread category, synonymous with "Spreading Joy" in Pakistani kitchens.

### Quality Score : 95%

The mayo consistency is the industry benchmark

### Familiarity : 95%

The "Blue Cap" is iconic

### Affordability : 84.5%

Positioned slightly above "local" and below "imported"

### Availability : 95%

Dominates both retail and B2B/restaurants

### Trust : 84.5%

Very reliable product performance

### Customer Loyalty : 84.5%

Chefs and homemakers are loyal to the flavor profile

### Brand Messaging : 95%

Effective "happy family" storytelling

### Sustainability : 74.5%

High plastic jar usage

### Innovation : 84.5%

Struggles to innovate outside the "white spreads" domain



Overall Score

**A**

88.06%



TRUST

Trusted

A



CUSTOMER LOYALTY

High

A



BRAND MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Minimal

B+



INNOVATION

Innovative

A



## Brand Index Analysis

Young&™s has a massive "Category Ownership" advantage; they are mayonnaise in the eyes of many consumers. Their challenge in 2026 is defending this niche against premium imports and rising gourmet local brands like Dipitt.