Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for YOUNGâ€™S

Starting in 1988, Youngâ€™s successfully localized mayonnaiseâ€”a Western condimentâ€”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

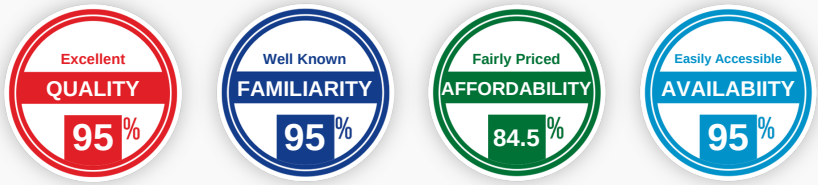
Customer Loyalty : 84.5%
Chefs and homemakers are loyal to the flavor profile

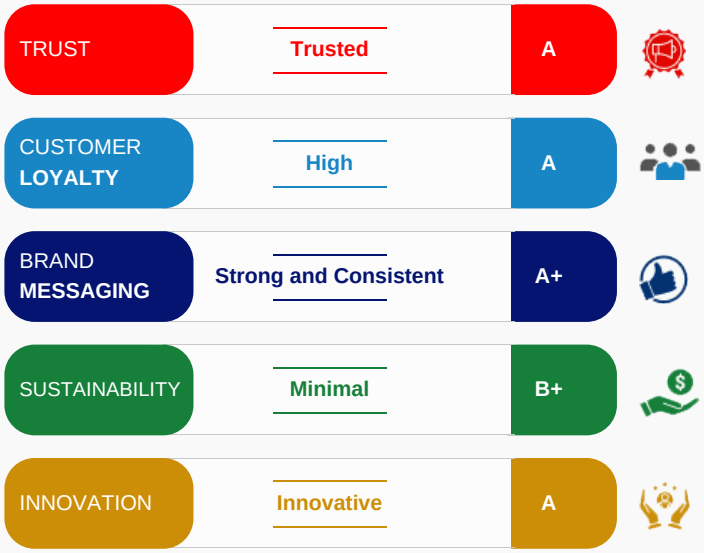
Brand Messaging : 95%
Effective "happy family" storytelling

Sustainability : 74.5%
High plastic jar usage

Innovation : 84.5%
Struggles to innovate outside the "white spreads" domain

Overall Score **A** 88.06%





Brand Index Analysis

Youngâ€™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.

Credit: This Report is auto generaated by brandsindex.org