Brand Spotlight : Insights and Ratings

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

Brand Name	Laziz Packaged Foods
Company	convenience Food Industries Pvt Ltd
Category	Food & Beverages - Packaged Foods
Market	nationwide,international_market,other
Rating Updated	7th May 2026

Brand Audit Summary for Laziz Packaged Foods

Owned by Convenience Food Industries, Laziza is the first name that comes to mind for Rasmalai, Kheer, and Falooda mixes. They focus on "fail-proof" recipes that help even novice cooks achieve traditional perfection.

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

Final Brand Story
The unrivaled specialist in traditional "Ready-to-Cook" desserts and recipe mixes, particularly dominant in the sweets category.

Quality Score : 74.5%
High marks for traditional texture in desserts (Rasmalai), though ingredient purity perception is slightly below K&N'S clinical standards.

Familiarity : 95%
A household staple in Pakistan for decades; nearly as recognizable as Shan or National in the dessert aisle.

Affordability : 95%
Positioned as a budget-friendly alternative to premium imports; cheaper per gram than most Shan specialty recipe mixes.

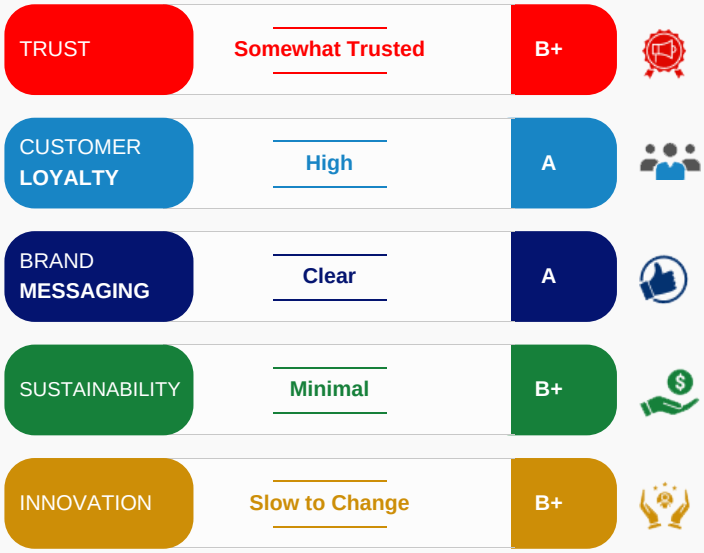
Availability : 84.5%
Exceptional penetration; found in both high-end supermarkets and tiny rural "kiryana" stores across all provinces.

Trust : 74.5%
Highly reliable for "fail-proof" recipes, though it lacks the high-tech, transparent "farm-to-fork" tracking of Dawn or K&N'S.

Customer Loyalty : 84.5%
Strong "legacy loyalty" from older generations who refuse to switch brands for specific Eid desserts like Kheer or Falooda

Overall Score **A** 82.39%





Brand Index Analysis

Lazizaâ€™s moat is its technical superiority in the dessert category. While Shan and National dominate the "Biryani" wars, Laziza has secured the "Sweet" territory. In 2026, their focus remains on high-quality ingredients and a massive global export footprint.

Credit: This Report is auto generaated by brandsindex.org

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Brand Messaging : 84.5%
Messaging is simple and product-focused ("Tradition & Taste"), but lacks the modern emotional storytelling seen in Tapal or Shan TVCs.

Sustainability : 74.5%
Relies heavily on multi-layer plastic sachets and cardboard with no visible "green" or recycling initiatives compared to global peers.

Innovation : 74.5%
While they pioneered the "double-quantity" spice pack, they have been slow to introduce modern "health-lite" or "organic" lines like National Foods.

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