

Brand Spotlight : Insights and Ratings

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



Brand Name	YOUNGS
Company	YOUNGS PRIVATE LTD
Category	Food & Beverages - Mayonnaise
Market	Nationwide
Rating Updated	13th Oct 2025

Brand Audit Summary for YOUNGS

The pioneer brand for mayonnaise and spreads in Pakistan. Established in 1988, it has received a tremendous appreciation and acceptance from the Pakistani people

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

Final Brand Story

Top and most popular Mayonnaise brand of Pakistan

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall Score

A+
95.00%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis

Top and most popular Mayonnaise brand of Pakistan