Brand Spotlight : Insights and Ratings

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

Brand Name	Giggly
Company	Volka Food International (Pvt.) Ltd.
Category	Food & Beverages - Snacks & Confectioneries
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Giggly

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

Final Brand Story

Quality Score : 84.5%
Use good quality raw material for production

Familiarity : 84.5%
Not as familiar as other confectionary brands of Pakistan

Affordability : 95%
Prices are cheap

Availability : 95%
Widely available in all over country

Trust : 95%
One of the most trusted brands of Pakistan

Customer Loyalty : 84.5%
Customers can switch to other brands

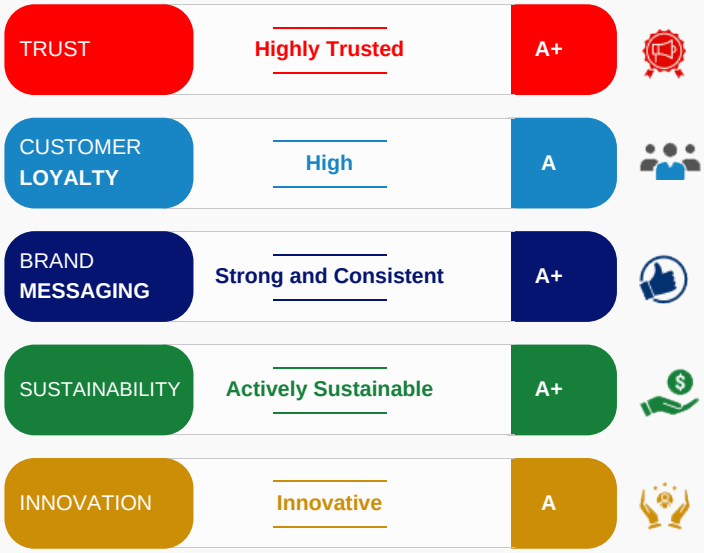
Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%

Overall Score **A+** 90.33%





Brand Index Analysis

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