

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%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis