Brand Spotlight : Insights and Ratings

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

Brand Name	Gibs
Company	SM Foods Limited
Category	Food & Beverages - Snacks & Confectioneries
Market	urban_major_cities,semi_urban_areas,rural_areas
Rating Updated	4th Aug 2025

Brand Audit Summary for Gibs

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

Final Brand Story

Quality Score : 74.5%

Familiarity : 74.5%

Affordability : 84.5%

Availability : 74.5%

Trust : 74.5%

Customer Loyalty : 74.5%

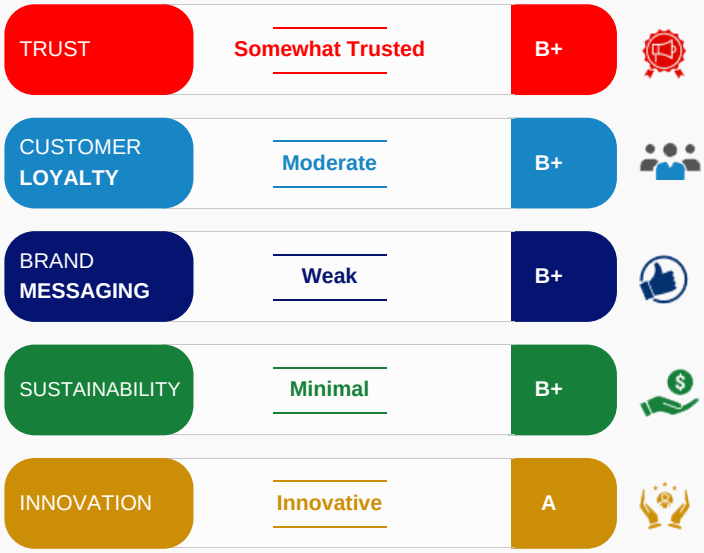
Brand Messaging : 74.5%

Sustainability : 74.5%

Innovation : 84.5%

Overall Score **B+** 76.72%





Brand Index Analysis