Brand Spotlight : Insights and Ratings

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

Brand Name	Gibs Pasta
Company	SM Foods Limited
Category	Food & Beverages - Noodles
Market	Nationwide
Rating Updated	30th Apr 2026

Brand Audit Summary for Gibs Pasta

Gibs Pasta is positioned as an economical option for price-sensitive consumers in Pakistan. It focuses on affordability and basic functionality rather than premium quality or strong branding. The brand has limited market visibility and competes mainly in local retail spaces against stronger, more established pasta brands like Bake Parlor and Kolson.

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

Final Brand Story
A budget-friendly pasta brand offering basic quality at a low price, but lacking strong brand trust, visibility, and differentiation in a competitive market.

Quality Score : 74.5%
Acceptable but inconsistent vs Indomie.

Familiarity : 74.5%
Low recall; overshadowed by bigger brands.

Affordability : 95%
Competes strongly on price vs all major brands.

Availability : 84.5%
Limited distribution footprint.

Trust : 74.5%
Not widely trusted vs Maggi/Knorr.

Customer Loyalty : 64.5%
Weak retention; trial-based consumption.

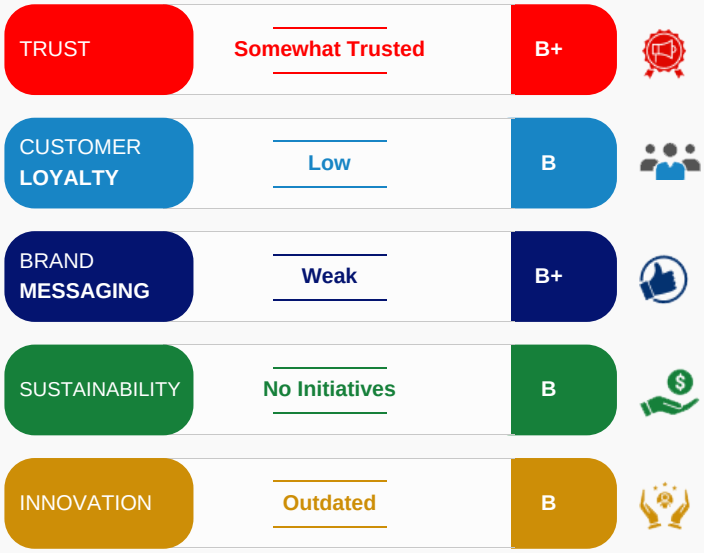
Brand Messaging : 74.5%
Almost no strong campaigns.

Sustainability : 64.5%
No visible positioning.

Innovation : 64.5%

Overall Score **B+** 74.56%





Brand Index Analysis

Gibs Pasta competes primarily on price, which helps it attract low-income consumers. However, weak distribution, low brand awareness, and limited marketing reduce its competitiveness. Compared to leading brands, it lacks strong consumer trust and product differentiation, making it more of a secondary or substitute choice rather than a preferred brand.

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Minimal differentiation.

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