

Brand Spotlight : Insights and Ratings

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



Brand Name	Vital Tea
Company	The Vital Group
Category	Food & Beverages - Tea / Coffee
Market	nationwide,international_market
Rating Updated	8th Oct 2025

Brand Audit Summary for Vital Tea

Vital Tea is a Pakistani brand of tea produced by Vital Group. The company sources its black tea leaves from Kenya and blends them in Pakistan

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

Final Brand Story

It is the top most and highly emerging brand of Pakistan

Quality Score : 95%

Familiarity : 95%

Affordability : 84.5%

Availability : 95%

Trust : 95%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall Score

A+

92.67%



TRUST

Highly Trusted

A+



CUSTOMER LOYALTY

High

A



BRAND MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis

The brand offers a wide range of tea products, including black teas, green teas, and various herbal infusions. Vital Tea is available in different formats, such as loose leaves, traditional tea bags, and round tea bags.