

Brand Spotlight : Insights and Ratings

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



Brand Name	Lipton tea
Company	Lipton Teas and Infusions
Category	Food & Beverages - Tea / Coffee
Market	nationwide,international_market
Rating Updated	8th Oct 2025

Brand Audit Summary for Lipton tea

Lipton offers a wide range of teas, including its popular Yellow Label black tea

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

Final Brand Story

One of the oldest, most popular and top rated brand of Pakistan

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall
Score

A+

95.00%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis

Lipton Yellow Label: A classic black tea blend that provides a strong, invigorating taste. It is available in different quantities of tea bags and as loose leaf tea.