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%













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.