Brand Spotlight : Insights and Ratings

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

Brand Name	Shoop
Company	Shanfoods
Category	Food & Beverages - Noodles
Market	nationwide
Rating Updated	30th Apr 2026

Brand Audit Summary for Shoop

Shoop is positioned as a low-cost instant noodle brand targeting price-sensitive consumers in Pakistan. It offers basic flavors and focuses on affordability rather than premium quality or strong branding. The brand has moderate presence in local markets but lacks the strong recognition and emotional connection seen in top brands like Indomie or Maggi.

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

Final Brand Story
A budget-friendly noodle brand with decent availability and acceptable quality, but limited brand power and weak differentiation compared to leading competitors.

Quality Score : 95%
Comparable to Noody; below Indomie.

Familiarity : 95%
well awareness in mid-tier markets.

Affordability : 95%
Strong competitor in budget segment.

Availability : 84.5%
Present but not as strong as Maggi.

Trust : 84.5%
Neutral perception; not premium trusted.

Customer Loyalty : 84.5%
Price-driven switching common.

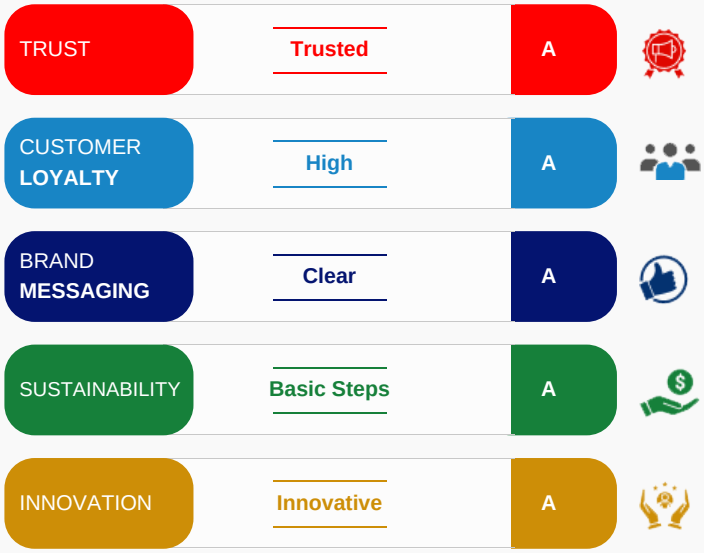
Brand Messaging : 84.5%
Limited impactful campaigns.

Sustainability : 84.5%
No major initiatives.

Innovation : 84.5%

Overall Score **A** 88.00%





Brand Index Analysis

Shoop competes mainly on price, making it accessible to lower-income segments. However, limited marketing, average product quality, and low brand loyalty weaken its competitive position. Consumers often switch to stronger brands when affordability is not the main concern, indicating Shoop is more of a substitute option rather than a preferred choice.

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Few product variations.

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