

# Brand Spotlight : Insights and Ratings

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



Brand Name	ZAIQA Recipe Mix
Company	ZAIQA FOOD INDUSTRIES
Category	Food & Beverages - Recipe & Spices
Market	nationwide
Rating Updated	8th Nov 2025

## Brand Audit Summary for ZAIQA Recipe Mix

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

- Final Brand Story
- Quality Score : 74.5%
- Familiarity : 74.5%
- Affordability : 84.5%
- Availability : 74.5%
- Trust : 74.5%
- Customer Loyalty : 74.5%
- Brand Messaging : 84.5%
- Sustainability : 84.5%
- Innovation : 74.5%



Overall Score

B+  
77.83%



TRUST	Somewhat Trusted	B+	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Slow to Change	B+	

## Brand Index Analysis