

Brand Spotlight : Insights and Ratings

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



Brand Name	Organic Gluten Free
Company	Reanacorp
Category	Food & Beverages - Wheat Flour
Market	urban_major_cities,nationwide
Rating Updated	4th May 2026

Brand Audit Summary for Organic Gluten Free

Focuses on gluten-free and specialty health food needs. It targets a very small but premium segment of health-conscious or medically restricted consumers. Not widely available in Pakistan and remains a niche import/health-store type brand.

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

Final Brand Story

Niche health brand with limited reach but strong appeal for diet-specific consumers.

Quality Score : 84.5%

Niche quality focus.

Familiarity : 64.5%

Very limited audience.

Affordability : 64.5%

Availability : 64.5%

Trust : 74.5%

Niche trust only.

Customer Loyalty : 64.5%

Small segment.

Brand Messaging : 74.5%

Limited awareness.

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

B+

73.39%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Low

B



BRAND MESSAGING

Weak

B+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

Strong in concept and health positioning, but weak in awareness, affordability, and distribution. Competes in a very small niche where trust comes from product claims rather than brand strength or legacy.