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.

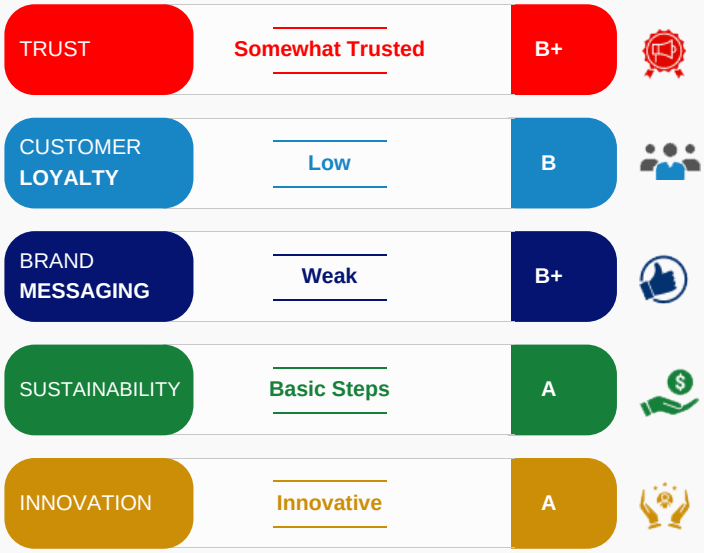
Brand Messaging : 74.5%
Limited awareness.

Sustainability : 84.5%

Innovation : 84.5%

Overall Score **B+** 73.39%





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.