

Brand Spotlight : Insights and Ratings

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



Brand Name	Ghiza
Company	ismail industries
Category	Food & Beverages - Wheat Flour
Market	nationwide,international_market
Rating Updated	4th May 2026

Brand Audit Summary for Ghiza

A simple commodity atta brand targeting price-sensitive consumers. It mainly competes on affordability rather than quality or branding. Limited marketing and weak national presence.

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

Final Brand Story

Budget flour brand with low differentiation and weak branding presence.

Quality Score : 74.5%

Basic quality; below Bake Parlor/Sunridge.

Familiarity : 84.5%

Regional presence.

Affordability : 95%

Competes strongly on price.

Availability : 84.5%

Not fully nationwide.

Trust : 74.5%

Limited brand equity.

Customer Loyalty : 64.5%

Price-driven switching.

Brand Messaging : 74.5%

Minimal branding.

Sustainability : 64.5%

No visibility.

Innovation : 64.5%

No product upgrades.



Overall Score

B+
75.67%



TRUST	Somewhat Trusted	B+	
CUSTOMER LOYALTY	Low	B	
BRAND MESSAGING	Weak	B+	
SUSTAINABILITY	No Initiatives	B	
INNOVATION	Outdated	B	

Brand Index Analysis

Survives on low price and basic availability. Weak brand identity and inconsistent perception reduce its ability to compete with stronger mill brands.