

# Brand Spotlight : Insights and Ratings

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

Brand Name	National Ketchup
Company	National Food
Category	Food & Beverages - Ketchup and Sauces
Market	nationwide,international_market
Rating Updated	4th Aug 2025

## Brand Audit Summary for National Ketchup

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

### Final Brand Story

### Quality Score : 95%

One of the high quality product of country

### Familiarity : 95%

A well known ketchup brand

### Affordability : 95%

Affordable brand

### Availability : 95%

Easily available in stores and shops around country

### Trust : 95%

One of high trust brand of Pakistan

### Customer Loyalty : 95%

Customers are loyal due to its texture and taste

### Brand Messaging : 95%

Use all medium of communication

### Sustainability : 95%

### Innovation : 95%

Yes a market leader in ketchup



Overall  
Score

A+

95.00%



TRUST

Highly Trusted

A+



CUSTOMER  
LOYALTY

Very High

A+



BRAND  
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis