

# Brand Spotlight : Insights and Ratings

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



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

## Brand Audit Summary for Shezan Ketchup

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

### Final Brand Story

#### Quality Score : 84.5%

Quality is not as much good as top brands of pakistan

#### Familiarity : 84.5%

Not as popular as other brands

#### Affordability : 95%

Prices are market competitive

#### Availability : 74.5%

Not Widely available as other top brands of Pakistan

#### Trust : 74.5%

It is not much trusted

#### Customer Loyalty : 74.5%

Due to low availability

#### Brand Messaging : 84.5%

Not using effective source of communication

#### Sustainability : 84.5%

#### Innovation : 84.5%



Overall  
Score

**A**

82.33%



TRUST

Somewhat Trusted

B+



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



## Brand Index Analysis