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

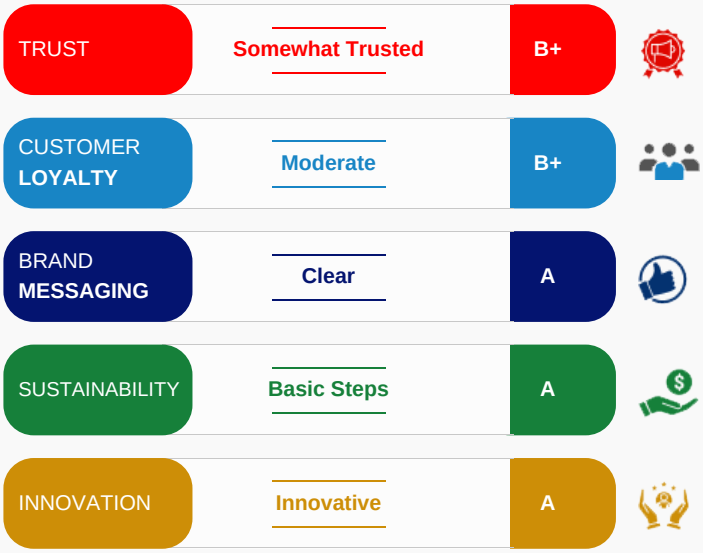
Brand Messaging : 84.5%
Not using effective source of communication

Sustainability : 84.5%

Innovation : 84.5%

Overall Score **A** 82.33%





Brand Index Analysis

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