Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Heinz 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 top quality imported brands of pakistan

Familiarity : 95%
Well known imported brand of pakistan

Affordability : 74.5%
Prices are high because of import

Availability : 84.5%
Not widely available in country

Trust : 0%

Customer Loyalty : 84.5%
imported goods lover consumers are loyal to it

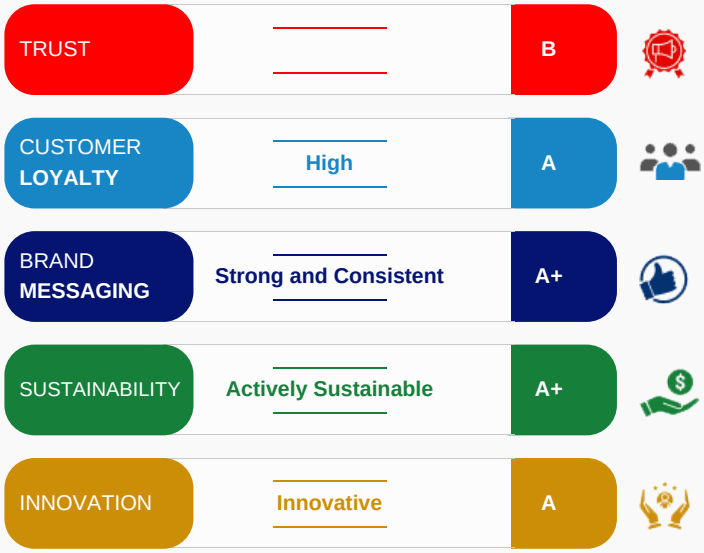
Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%

Overall Score **A** 88.50%





Brand Index Analysis

Credit: This Report is auto generaated by brandsindex.org