

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%



TRUST		B	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Innovative	A	

Brand Index Analysis