

Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Shan Sauces

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

- Final Brand Story**
- Quality Score : 95%**
Using excellent quality raw materials
- Familiarity : 95%**
One of the most famous brands of Pakistan
- Affordability : 95%**
Prices are market competitive
- Availability : 95%**
Widely available in country
- Trust : 84.5%**
One of the trusted brand in terms of taste
- Customer Loyalty : 95%**
Customers are loyal for its taste and quality
- Brand Messaging : 95%**
- Sustainability : 95%**
- Innovation : 95%**
Leaders in terms of spice mix



Overall
Score

A+
93.83%



TRUST	<u>Trusted</u>	A	
CUSTOMER LOYALTY	<u>Very High</u>	A+	
BRAND MESSAGING	<u>Strong and Consistent</u>	A+	
SUSTAINABILITY	<u>Actively Sustainable</u>	A+	
INNOVATION	<u>Market Leader</u>	A+	

Brand Index Analysis