

# Brand Spotlight : Insights and Ratings

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



Brand Name	Daffy Fruit Chew Candy
Company	BM Confectionary Pvt Ltd
Category	Food & Beverages - Snacks & Confectioneries
Market	nationwide
Rating Updated	4th Aug 2025

## Brand Audit Summary for Daffy Fruit Chew Candy

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

- Final Brand Story
- Quality Score : 95%
- Familiarity : 84.5%
- Affordability : 84.5%
- Availability : 84.5%
- Trust : 84.5%
- Customer Loyalty : 84.5%
- Brand Messaging : 84.5%
- Sustainability : 84.5%
- Innovation : 84.5%



Overall Score

A  
85.67%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

## Brand Index Analysis