

# Brand Spotlight : Insights and Ratings

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



Brand Name	Pepsi
Company	Pakistan Beverages Pvt Ltd
Category	Food & Beverages - Beverages (Soft Drinks, Juices)
Market	nationwide
Rating Updated	4th Aug 2025

## Brand Audit Summary for Pepsi

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

### Final Brand Story

#### Quality Score : 95%

Loved by every carbonated drink user

#### Familiarity : 95%

Highly familiar brand

#### Affordability : 95%

Prices are not high

#### Availability : 95%

Available in every store and shop through out the country

#### Trust : 95%

#### Customer Loyalty : 95%

Carbonated drink user are highly loyal to it

#### Brand Messaging : 95%

Use multiple ways to endorse itself

#### Sustainability : 95%

One of the highest revenue generating brand

#### Innovation : 95%

Market leader in carbonated drink category



Overall  
Score

**A+**

95.00%



TRUST

Highly Trusted

A+



CUSTOMER  
LOYALTY

Very High

A+



BRAND  
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis