## **Brand Spotlight: Insights and Ratings**

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



Brand Name	7up
Company	Pakistan Beverages Pvt Ltd
Category	Food & Beverages - Beverages (Soft Drinks, Juices)
Market	nationwide
Rating Updated	4th Aug 2025

## **Brand Audit Summary for 7up**

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

**Final Brand Story** 

Quality Score: 95%

Highest quality in lemon lime soda category

Familiarity: 95%

One of the most well known brands of Pakistan

Affordability: 95%

Prices are not high

Availability: 95%

Available on all outlets and stores in country

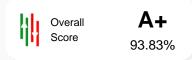
Trust: 95%

**Customer Loyalty: 95%** 

**Brand Messaging: 95%** 

Sustainability: 95%

Innovation: 84.5%













## **Brand Index Analysis**