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

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



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

## **Brand Audit Summary for Mirinda**

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 brands in country

Familiarity: 95%

Popular among fizzy drink lovers

Affordability: 95%

Prices are affordable

Availability: 84.5%

Available in most of the shops and stores in country

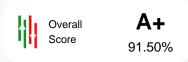
Trust: 84.5%

Customer Loyalty: 84.5%

**Brand Messaging: 95%** 

Sustainability: 95%

Innovation: 95%
Orange flavored drink leader













## **Brand Index Analysis**