

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



Overall
Score

A+

91.50%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis