

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Mountain Dew

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 of country

Familiarity : 95%

Popular among youth of Pakistan

Affordability : 95%

Prices are affordable

Availability : 95%

Available in all shops and stores of country

Trust : 95%

Highly trusted by youth of country

Customer Loyalty : 84.5%

Youth are loyal because of its unique flavor

Brand Messaging : 95%

Use all mediums of communication for brand messaging

Sustainability : 95%

Innovation : 95%

Innovation for its unique bottle design and packaging



Overall
Score

A+

93.83%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis