

# 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	31st Oct 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%

Familiarity : 84.5%

Affordability : 95%

Availability : 95%

Trust : 84.5%

Customer Loyalty : 74.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall Score

A+  
90.39%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Market Leader	A+	

## Brand Index Analysis