


Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Coca Cola

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 beverages in country

Familiarity : 95%
Globally recognized and acceptable

Affordability : 95%
Prices are market competitive

Availability : 74.5%
Not widely available in the country


Trust : 95%

Customer Loyalty : 95%
Its customers are loyal because of its unique taste

Brand Messaging : 84.5%
it delivers strong message across different mediums

Sustainability : 95%

Innovation : 95%
One of the global market leaders of beverage industry

Overall Score

A+
91.56%

Excellent

QUALITY

95%

Well Known

FAMILIARITY

95%

Affordable






AFFORDABILITY

95%

Limited

AVAILABILITY

74.5%

TRUST	Highly Trusted	A+	
CUSTOMER LOYALTY	Very High	A+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Market Leader	A+	

Brand Index Analysis