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

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



Brand Name	Sprite
Company	Coca Cola Pakistan
Category	Food & Beverages - Beverages (Soft Drinks, Juices)
Market	nationwide
Rating Updated	31st Oct 2025

## **Brand Audit Summary for Sprite** A detailed consumer survey and expert audit reveal the following insights into the brand's performance: **Final Brand Story** Quality Score: 95% Familiarity: 95% Affordability: 84.5% Availability: 74.5% Trust: 74.5% **Customer Loyalty: 74.5%** Brand Messaging: 84.5% Sustainability: 95% Innovation: 84.5%

