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%

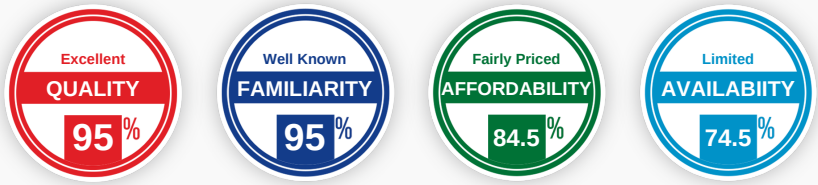
Customer Loyalty : 74.5%

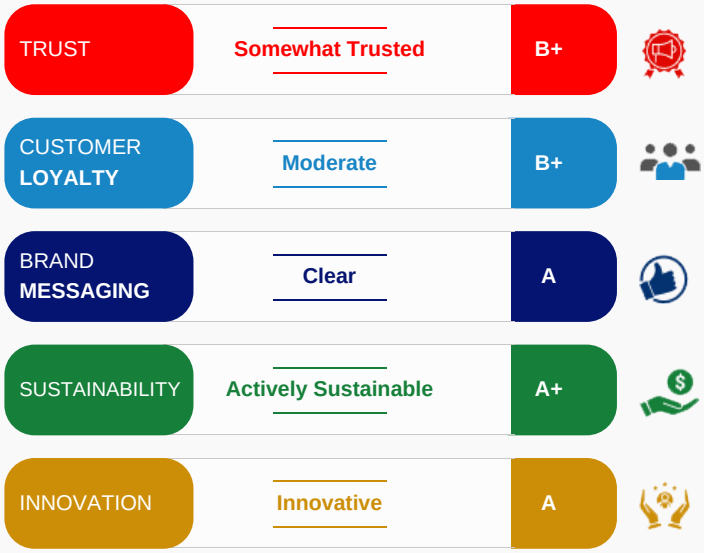
Brand Messaging : 84.5%

Sustainability : 95%

Innovation : 84.5%

Overall Score **A** 84.67%





Brand Index Analysis

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