

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Cola Next

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story

Quality Score : 84.5%
Liked by most individuals of country

Familiarity : 95%
Popular as first cola brand of Pakistan

Affordability : 84.5%
Prices are fair

Availability : 84.5%
Not available in all stores and shops of country

Trust : 95%

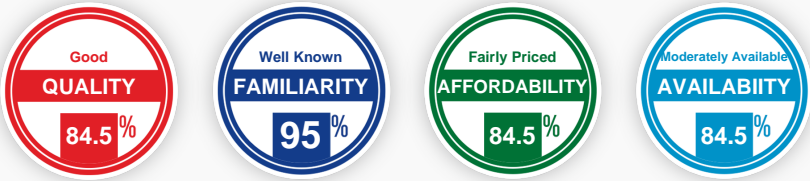
Customer Loyalty : 95%
Customers are loyal as Nation's brand

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%
One of the first cola brand of Pakistan to be produced

Overall Score **A+**
91.50%



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

Brand Index Analysis