

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Fiz up

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 people

Familiarity : 84.5%

Not as popular as other brands of same taste

Affordability : 84.5%

Prices are fair

Availability : 84.5%

Not available in all stores and shops of country

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall
Score

A

89.17%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis