

Brand Spotlight : Insights and Ratings

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



Brand Name	Laziza
Company	convenience Food Industries Pvt Ltd
Category	Food & Beverages - Recipe & Spices
Market	nationwide
Rating Updated	4th Aug 2025

Brand Audit Summary for Laziza

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

Final Brand Story

Quality Score : 84.5%

Quality is not as good as top brands of pakistan

Familiarity : 95%

Well known brand for desserts

Affordability : 74.5%

Prices are comparatively high

Availability : 95%

Easily available in stores and shops around the country

Trust : 95%

A high trust worthy brand

Customer Loyalty : 95%

Due to its taste

Brand Messaging : 84.5%

Brand message is conveyed around different communication channels

Sustainability : 95%

Innovation : 95%

For its recipe mix



Overall
Score

A+
90.39%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis