

Brand Spotlight : Insights and Ratings

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



Brand Name	Wonder Bread
Company	Flowers Food
Category	Food & Beverages - Bread
Market	nationwide
Rating Updated	22nd Aug 2025

Brand Audit Summary for Wonder Bread

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

Final Brand Story

Quality Score : 84.5%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

A

85.67%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

Brand Index Analysis