

# Brand Spotlight : Insights and Ratings

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



Brand Name	Faytissue
Company	convertersinternational
Category	Personal Care & Services - Tissue
Market	nationwide
Rating Updated	8th Sep 2025

## Brand Audit Summary for Faytissue

Started as a small company back few decades ago, now is considered as a big brand in personal care category, with multiple product range as per customer needs

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

### Final Brand Story

One of the top and famous brands of pakistan in tissue category

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 84.5%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall  
Score

**A+**  
93.83%



TRUST

Trusted

A



CUSTOMER  
LOYALTY

Very High

A+



BRAND  
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis

In my opinion, it is considered as a market leader with market share up to 50%