

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Hankies

widely known brand in terms of marketing and affordability

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

Final Brand Story

one of the popular brands of tissue sector

Quality Score : 95%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 95%

Trust : 84.5%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall
Score

A+

90.33%



TRUST

Trusted

A



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis

It is among the top brands of pakistan with market share up to 30%