

Brand Spotlight : Insights and Ratings

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

Brand Name	Lux
Company	Unilever.pk
Category	Personal Care - Soap
Market	nationwide
Rating Updated	29th Sep 2025

Brand Audit Summary for Lux

Lux being a top beauty soap brand of Pakistan, it is widely used among the house hold as a beauty care product that reflects on the skin and maintain its overall glory.

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

Final Brand Story

One of the top and popular brand of Pakistan, with its roots deep inside the local market

Quality Score : 64.5%

Familiarity : 64.5%

Affordability : 64.5%

Availability : 64.5%

Trust : 64.5%

Customer Loyalty : 64.5%

Brand Messaging : 64.5%

Sustainability : 64.5%

Innovation : 64.5%



Overall
Score

B

64.50%



TRUST

Unreliable

B



CUSTOMER
LOYALTY

Low

B



BRAND
MESSAGING

Unclear

B



SUSTAINABILITY

No Initiatives

B



INNOVATION

Outdated

B



Brand Index Analysis

With unlimited variants and fragrances, Lux is among the top brands of Pakistan