

Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Lifebuoy

From the house of Uni lever, Lifebouy is among the oldest yet popular brand of pakistan in terms of usage, affordable and availability.

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

Final Brand Story

One of the oldest and popular brands of Pakistan, in terms of skin care and safety standards.

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall
Score

A+
95.00%



TRUST

Highly Trusted

A+



CUSTOMER
LOYALTY

Very High

A+



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis

Lifebouy is One of the oldest and popular brands of Pakistan, in terms of skin care and safety standards.