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%













Brand Index Analysis

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