

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Dove

One of the few soap brands of country, when it comes to milk based soaps that redefines beauty standards and glory

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

Final Brand Story

One of the few soap brands of country, when it comes to milk based soaps that redefines beauty standards and glory

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

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