

Brand Spotlight : Insights and Ratings

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



Brand Name	Dettol
Company	reckitt
Category	Personal Care - Soap
Market	nationwide,international_market
Rating Updated	29th Sep 2025

Brand Audit Summary for Dettol

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

Quality Score : 74.5%

Familiarity : 74.5%

Affordability : 74.5%

Availability : 84.5%

Trust : 74.5%

Customer Loyalty : 74.5%

Brand Messaging : 84.5%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

B+78.94%



TRUST

Somewhat Trusted

B+



CUSTOMER LOYALTY

Moderate

B+



BRAND MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

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