

Brand Spotlight : Insights and Ratings

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



Brand Name	Mitchellsmayonnaise
Company	Mitchells Fruit Farms Ltd
Category	Food & Beverages - Mayonnaise
Market	nationwide,international_market
Rating Updated	13th Oct 2025

Brand Audit Summary for Mitchellsmayonnaise

Mitchells mayonnaise is one of the newest addition in their portfolio, and is considered as one of the fresh and flavorful mayonnaise.

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

Final Brand Story

The oldest brand of Pakistan, famous for its rich and flavorful jam and marmalade, widely available both locally and internationally

Quality Score : 84.5%

Familiarity : 84.5%

Affordability : 95%

Availability : 95%

Trust : 84.5%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%



Overall Score

A+
91.50%



TRUST

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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