

Brand Spotlight : Insights and Ratings

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



Brand Name	Hellmannmayonnaise
Company	Unilever.pk
Category	Food & Beverages - Mayonnaise
Market	nationwide,international_market
Rating Updated	13th Oct 2025

Brand Audit Summary for Hellmannmayonnaise

Hellmaan is an international brand established over 100 years ago.

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

Final Brand Story

Established over 100 years ago, we are one of the world's largest consumer goods companies. We are known for our great brands and our belief that doing business the right way drives loyalty.

Quality Score : 95%

Familiarity : 95%

Affordability : 74.5%

Availability : 95%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall Score

A+ 91.56%



TRUST

Highly Trusted

A+



CUSTOMER LOYALTY

Very High

A+



BRAND MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis

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