

Brand Spotlight : Insights and Ratings

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



Brand Name	Kraft Real Mayo
Company	Kraft Foods
Category	Food & Beverages - Mayonnaise
Market	nationwide
Rating Updated	13th Oct 2025

Brand Audit Summary for Kraft Real Mayo

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

Final Brand Story

Quality Score : 95%

Familiarity : 84.5%

Affordability : 74.5%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 84.5%

Sustainability : 95%

Innovation : 84.5%



Overall Score

A

85.72%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Innovative	A	

Brand Index Analysis