## **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%













## **Brand Index Analysis**