

Brand Spotlight : Insights and Ratings

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

Brand Name	Shezanpickle
Company	Shezan International Limited
Category	Food & Beverages - Pickles
Market	nationwide
Rating Updated	17th Oct 2025

Brand Audit Summary for Shezanpickle

Since its inception in 1964, Shezan has evolved into a top-notch, internationally acclaimed food brand that is set apart due to the impeccable quality. With our wide range of products made with the freshest fruits and vegetables from our orchards, Shezan aims at providing you the diverse flavors of Pakistan.

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

Final Brand Story

The brand emphasizes providing diverse flavors of Pakistan, with its pickles being a key product in a wider range of items like juices and jams

Quality Score : 84.5%

Familiarity : 95%

Affordability : 84.5%

Availability : 84.5%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall Score

A

88.00%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Innovative

A



Brand Index Analysis

Shezan's pickle brand is a product of Shezan International Limited, a Pakistani food company known for its quality, diverse product range including pickles, juices, and ketchup, and strong distribution network. The brand benefits from the parent company's reputation for quality, backed by achievements like ISO certifications and quality awards. However, it has faced challenges such as negative publicity due to religious controversies and pressure from rising inflation and taxes, which have affect