

Brand Spotlight : Insights and Ratings

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



Brand Name	Mitchellspickles
Company	Mitchells Fruit Farms Ltd
Category	Food & Beverages - Pickles
Market	nationwide,international_market
Rating Updated	17th Oct 2025

Brand Audit Summary for Mitchellspickles

Mitchell's is a Pakistani food products company, established in 1933 by Francis J Mitchell, that manufactures and sells a wide range of farm and confectionery products. Known for its quality, the brand's products include jams, preserves, juices, sauces, ketchups, and chocolates. The company emphasizes its connection to its farms and aims to deliver farm-fresh products to consumers through a variety of processed goods.

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

Final Brand Story

Mitchell's overall brand value is reflected in its market capitalization of PKR 4.87 billion as of October 15, 2025.

Quality Score : 95%

Familiarity : 95%

Affordability : 95%

Availability : 95%

Trust : 84.5%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

A+
90.33%



TRUST

Trusted

A



CUSTOMER
LOYALTY

High

A



BRAND
MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



Brand Index Analysis

Mitchell's Foods is a Pakistani food company with a strong brand legacy built on high-quality, farm-fresh products like jams, squashes, and confections. Its SWOT analysis shows strengths in its long history and integrated farming, but weaknesses in limited promotions and diverse packaging. Opportunities lie in new product lines and market expansion, while threats come from intense competition.

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