

Brand Spotlight : Insights and Ratings

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



Brand Name	Ahmedpickles
Company	ahmedfoods
Category	Food & Beverages - Pickles
Market	nationwide,international_market
Rating Updated	17th Oct 2025

Brand Audit Summary for Ahmedpickles

Ahmed Foods is a Pakistani food company founded in 1952 by Zameeruddin Ahmed in Karachi, which has grown from a small producer of pickles to a large manufacturer with a wide range of products, including jams, spices, and ready-to-eat meals. The brand is known for its focus on quality, authenticity, and a diverse product line that serves consumers in Pakistan and internationally.

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

Final Brand Story

Ahmed Foods has a mixed brand performance, having gone from being a pioneering Pakistani food company to facing market decline due to internal issues, while also showing signs of recent revival and a

Quality Score : 95%

Familiarity : 95%

Affordability : 84.5%

Availability : 95%

Trust : 95%

Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 95%



Overall Score

A+
92.67%



TRUST

Highly Trusted

A+



CUSTOMER LOYALTY

High

A



BRAND MESSAGING

Strong and Consistent

A+



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis

Ahmed Foods is a Pakistani food company with a history of success, but its brand analysis shows a brand that has struggled with internal issues since the founder's death in 1988, leading to weakened market standing despite its historical strength in traditional Pakistani packaged foods.

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Innovation : 95%