Brand Spotlight : Insights and Ratings

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

Brand Name	expresspower
Company	colgatepalmolive
Category	Household Products - Detergent
Market	nationwide
Rating Updated	30th Oct 2025

Brand Audit Summary for expresspower

Express Power is an economical detergent brand from Colgate-Palmolive (Pakistan) Ltd. that emphasizes a "clean, bright wash" at an affordable price by tackling tough stains with unique stain fighters and active particles. The brand aims to provide superior cleaning and savings, making it a value-driven choice for households in Pakistan.

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

Final Brand Story
Express Power is a Pakistani detergent brand, hat competes as a price-conscious alternative to more premium brands like Ariel and Surf Excel

Quality Score : 95%
High end quality materials are used

Familiarity : 95%
Most popular brand of pakistan

Affordability : 84.5%
Prices are little high as compared to other brands

Availability : 95%
Widely available nationwide

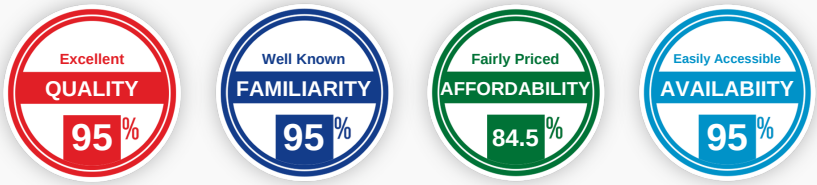
Trust : 84.5%
Considered trusted because of its quality and consistency

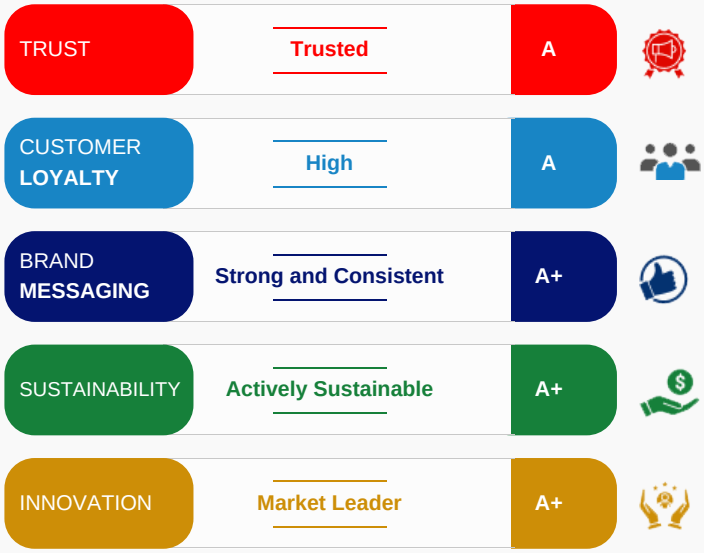
Customer Loyalty : 84.5%
Customers are loyal to brand

Brand Messaging : 95%
Very strong brand communication as compared to similar category brands

Sustainability : 95%

Overall Score **A+** 91.50%





Brand Index Analysis

The brand's analysis shows a strategy of offering high-value performance to appeal to middle-income consumers, though it faces intense market pressure from dominant competitors and rising local options

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Innovation : 95%
Considered as market leader in its category

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