

Brand Spotlight : Insights and Ratings

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



Brand Name	Dalda
Company	Dalda Foods Ltd
Category	Food & Beverages - Cooking Oils & Banaspati
Market	urban_major_cities,semi_urban_areas,rural_areas,nationwide,international_market
Rating Updated	25th Apr 2025

Brand Audit Summary for Dalda

Dalda Oil stands as one of Pakistan’s most iconic and trusted edible oil brands, known for its legacy of quality, consumer trust, and wide market presence. This report evaluates Dalda’s brand performance across key attributes including trust, quality, availability, value for money, and sustainability. Insights gathered reflect its strong positioning, market reach, and relevance across diverse consumer segments.

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

Final Brand Story

Dalda Oil ranks high for trust, quality, and loyalty. Its strong legacy, wide reach, and health-focused products make it a leading and reliable brand in the edible oil category.

Quality Score : 0%

Dalda maintains excellent quality standards with consistent taste, hygiene, and health-focused formulations trusted by consumers.

Familiarity : 0%

Dalda is a well-known household name across Pakistan, with strong brand recall and nationwide recognition.

Affordability : 0%

Dalda is fairly priced, offering premium quality and trusted performance at a cost considered reasonable by a wide consumer base in Pakistan.

Availability : 0%

Dalda is easily accessible across Pakistan through widespread distribution in urban and rural markets, including supermarkets, local shops, and online platforms.

Trust : 0%

Dalda is highly trusted by consumers for its consistent quality, long-standing heritage, and strong emotional connection with families across generations in Pakistan.



Overall Score

A+
90.33%



TRUST

Highly Trusted

B



CUSTOMER
LOYALTY

High

B



BRAND
MESSAGING

Strong and Consistent

B



SUSTAINABILITY

Basic Steps

B



INNOVATION

Innovative

B



Brand Index Analysis

Survey results highlight Dalda Oil as a highly trusted and familiar brand with strong consumer loyalty. It ranks high in quality, availability, and value for money, especially among middle-income households. Auditors noted effective brand communication and emotional connection. Dalda's wide distribution and health-conscious variants further reinforce its market leadership and relevance across urban and rural segments.

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Customer Loyalty : 0%

Dalda enjoys high consumer loyalty, driven by its consistent quality, emotional branding, and trusted legacy across a broad segment of Pakistani households.

Brand Messaging : 0%

Dalda delivers strong and consistent brand messaging, focusing on health, tradition, and family values, reinforced through emotional storytelling across multiple media channels.

Sustainability : 0%

Dalda has taken basic steps toward sustainability, with a focus on product health, packaging improvements, and awareness campaigns, but lacks comprehensive public sustainability reporting.

Innovation : 0%

Dalda is considered innovative for introducing health-focused variants and adapting to evolving consumer needs while maintaining its traditional brand appeal.