

Brand Spotlight : Insights and Ratings

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



Brand Name	CanOlive
Company	Punjab Oil Mills Limited
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide
Rating Updated	3rd May 2025

Brand Audit Summary for CanOlive

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

Final Brand Story

Quality Score : 0%

Smooth texture and clean aroma. Preferred for healthy cooking. Consistency in batch quality is a notable strength, especially in blended variants.

Familiarity : 0%

Known among health-conscious consumers in major cities but still lacking broad recognition in rural or semi-urban markets.

Affordability : 0%

Higher priced than generic brands, but competitive within the premium olive/canola segment. Viewed as a cost-effective healthy option.

Availability : 0%

Easily available in urban supermarkets and online, but still expanding presence in small towns and general trade outlets.

Trust : 0%

Positive perception among its core urban user base, especially for health-focused variants. Limited mass-market exposure prevents higher trust ratings.

Customer Loyalty : 0%

Loyal niche following among health-conscious users. Limited repeat purchase frequency in broader consumer segments due to pricing and availability.

Brand Messaging : 0%

Focuses on health, purity, and active lifestyles. Messaging is consistent across digital channels but lacks large-scale emotional storytelling.



Overall
Score

A

81.17%



TRUST

Somewhat Trusted

B



CUSTOMER
LOYALTY

Moderate

B



BRAND
MESSAGING

Clear

B



SUSTAINABILITY

Minimal

B



INNOVATION

Innovative

B



Brand Index Analysis

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Sustainability : 0%

Packaging claims to be eco-friendly, but no major sustainability or CSR campaigns observed. Limited visibility on environmental initiatives.

Innovation : 0%

Blended oil strategy, eco-packaging, and digital-first marketing make CanOlive innovative within its niche, though not a market leader in R&D.