

Brand Spotlight : Insights and Ratings

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



Brand Name	seasons canola
Company	Seasons Foods Pvt Ltd
Category	Food & Beverages - Cooking Oils & Banaspati
Market	nationwide
Rating Updated	3rd May 2025

Brand Audit Summary for seasons canola

Kisan Cooking Oil is a legacy Pakistani brand once widely known for affordability and everyday usability. Its identity is rooted in tradition and simplicity, with strong recall among older generations and rural markets. However, limited product innovation, outdated messaging, and a weak digital presence have slowed its relevance in today’s evolving consumer landscape.

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

Final Brand Story

An aging brand losing ground due to lack of innovation and modern appeal, surviving mainly on legacy recognition and price in rural segments.

Quality Score : 0%

Offers clean, light-textured oil with consistent cooking results. No aftertaste or smoke issues, making it suitable for home use.

Familiarity : 0%

Moderately known in major cities but very well known in regional towns. Advertising reach limits national familiarity.

Affordability : 0%

Price is lower than most branded canola oils, which attracts middle-income families and small retailers.

Availability : 0%

Strong in rural supply chains and wholesale outlets. Available in small and family-sized SKUs.

Trust : 0%

Consistently purchased in core markets. Perceived as safe and suitable for daily meals by health-conscious families.

Customer Loyalty : 0%

Repeat purchases common in local markets. Limited loyalty in cities where more premium options dominate.



Overall Score

A
82.33%



TRUST

Trusted

B



CUSTOMER
LOYALTY

Moderate

B



BRAND
MESSAGING

Clear

B



SUSTAINABILITY

Minimal

B



INNOVATION

Slow to Change

B



Brand Index Analysis

Kisan’s decline is driven by its inability to adapt to modern health trends and consumer expectations. While it remains affordable and somewhat trusted in rural regions, newer brands have surpassed it through innovation, targeted marketing, and stronger urban engagement. The brand has failed to evolve with the times—missing opportunities in health variants, sustainable packaging, and digital activation—resulting in reduced appeal among younger, informed buyers.

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Brand Messaging : 0%

Focuses on health, affordability, and family cooking. Messaging resonates well regionally but lacks upscale aspiration.

Sustainability : 0%

No clear initiatives for environmental or social responsibility. Room for improvement in packaging and energy usage transparency.

Innovation : 0%

Stable product line with little expansion. Lacks advanced variants (e.g., infused or fortified oils). Innovation potential remains untapped.