

# Brand Spotlight : Insights and Ratings

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



|                |                                             |
|----------------|---------------------------------------------|
| Brand Name     | Habib Cooking Oil                           |
| Company        | Habib Oil Mills                             |
| Category       | Food & Beverages - Cooking Oils & Banaspati |
| Market         | nationwide,international_market             |
| Rating Updated | 3rd May 2025                                |

## Brand Audit Summary for Habib Cooking Oil

Established in 1954, Habib Oil Mills (HOM) is one of Pakistan's leading FMCG companies specializing in vegetable oils and fats. The company produces premium brand cooking oils and hydrogenated cooking mediums, distributing them through an extensive network across the country. HOM is ISO certified, demonstrating its commitment to quality over time. Habib Cooking Oil is a healthy blend of natural edible oils: Soybean, Canola, and/or Sunflower.

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

### Final Brand Story

Habib Cooking Oil is a trusted and affordable choice, offering consistent quality and health benefits. The brand has a strong presence in the market but faces stiff competition from premium brands.

### Quality Score : 0%

ISO-certified with consistent product quality and adherence to health standards.

### Familiarity : 0%

Established presence across Pakistan with strong brand recognition.

### Affordability : 0%

Competitive pricing strategy targeting a broad consumer base.

### Availability : 0%

Extensive distribution network ensures nationwide availability.

### Trust : 0%

Long-standing reputation for quality and reliability.

### Customer Loyalty : 0%

Strong consumer base with repeat purchases indicating loyalty.



Overall Score

A+

92.67%



TRUST

Highly Trusted

B



CUSTOMER LOYALTY

Very High

B



BRAND MESSAGING

Strong and Consistent

B



SUSTAINABILITY

Basic Steps

B



INNOVATION

Innovative

B



## Brand Index Analysis

Survey results indicate that Habib Cooking Oil is recognized for its consistent quality and health benefits, including being cholesterol-free and enriched with vitamins A, D & E and Omega 3 & 6. The brand maintains a strong presence in both urban and rural markets, supported by a robust distribution network. However, it faces stiff competition from premium brands like Dalda and Sufi, which have stronger brand recognition and emotional appeal. While Habib offers affordable pricing, its brand mess

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**Brand Messaging : 0%**

Clear communication emphasizing health and quality.

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**Sustainability : 0%**  
Initiatives in place, but scope for enhanced sustainability practices.

**Innovation : 0%**  
Regular product enhancements and adoption of new technologies.