

Brand Spotlight : Insights and Ratings

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



Brand Name	mondelle
Company	Kraft Foods
Category	Food & Beverages - Frozen Foods
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for mondelle

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

- Final Brand Story
- Quality Score : 74.5%
- Familiarity : 74.5%
- Affordability : 84.5%
- Availability : 74.5%
- Trust : 74.5%
- Customer Loyalty : 74.5%
- Brand Messaging : 84.5%
- Sustainability : 84.5%
- Innovation : 84.5%



Overall
Score

B+
78.94%



TRUST	Somewhat Trusted	B+	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

Brand Index Analysis