

# Brand Spotlight : Insights and Ratings

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

Wheatable

|                |                                 |
|----------------|---------------------------------|
| Brand Name     | LU Wheatable                    |
| Company        | Continental Biscuits Pvt Ltd    |
| Category       | Food & Beverages - Biscuits     |
| Market         | nationwide,international_market |
| Rating Updated | 4th Aug 2025                    |

## Brand Audit Summary for LU Wheatable

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

Final Brand Story

Quality Score : 95%

Familiarity : 95%

Affordability : 74.5%

Availability : 74.5%

Trust : 95%

Customer Loyalty : 95%

Brand Messaging : 84.5%

Sustainability : 95%

Innovation : 95%



Overall  
Score

A

89.28%



TRUST

Highly Trusted

A+



CUSTOMER  
LOYALTY

Very High

A+



BRAND  
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis