

Brand Spotlight : Insights and Ratings

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



Brand Name	Shangrila Ketchup
Company	Shangrila Foods (Private) Limited
Category	Food & Beverages - Ketchup and Sauces
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Shangrila Ketchup

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

- Final Brand Story**
- Quality Score : 95%**
One of the excellent quality ketchup in country
- Familiarity : 95%**
One of the well known brands of Pakistan
- Affordability : 95%**
Prices are low and market competitive
- Availability : 95%**
Widely available in all over country
- Trust : 95%**
One of the highly and oldest brand of pakistan
- Customer Loyalty : 95%**
Customers are loyal for its taste and texture
- Brand Messaging : 95%**
- Sustainability : 95%**
- Innovation : 95%**
One of the top ketchup brand of pakistan



Overall Score

A+
95.00%



TRUST	Highly Trusted	A+	
CUSTOMER LOYALTY	Very High	A+	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Market Leader	A+	

Brand Index Analysis