

Brand Spotlight : Insights and Ratings

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

Brand Name	National Ketchup
Company	National Food
Category	Food & Beverages - Ketchup and Sauces
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for National 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 high quality product of country

Familiarity : 95%

A well known ketchup brand

Affordability : 95%

Affordable brand

Availability : 95%

Easily available in stores and shops around country

Trust : 95%

One of high trust brand of Pakistan

Customer Loyalty : 95%

Customers are loyal due to its texture and taste

Brand Messaging : 95%

Use all medium of communication

Sustainability : 95%

Innovation : 95%

Yes a market leader in ketchup



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