

# Brand Spotlight : Insights and Ratings

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



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

## Brand Audit Summary for Heinz 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 top quality imported brands of pakistan

### Familiarity : 95%

Well known imported brand of pakistan

### Affordability : 74.5%

Prices are high because of import

### Availability : 84.5%

Not widely available in country

### Trust : 0%

### Customer Loyalty : 84.5%

imported goods lover consumers are loyal to it

### Brand Messaging : 95%

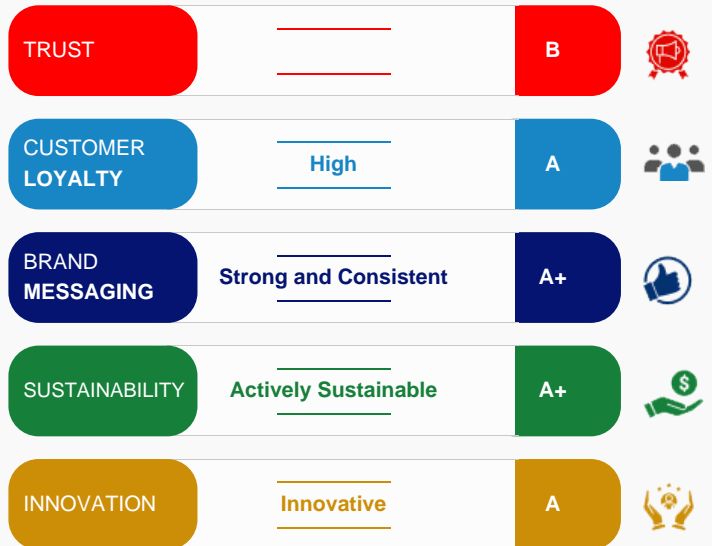
### Sustainability : 95%

### Innovation : 84.5%



Overall Score

**A**  
88.50%



## Brand Index Analysis