

Brand Spotlight : Insights and Ratings

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



Brand Name	Pepsi
Company	Pakistan Beverages Pvt Ltd
Category	Food & Beverages - Beverages (Soft Drinks, Juices)
Market	nationwide
Rating Updated	4th Aug 2025

Brand Audit Summary for Pepsi

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

Final Brand Story

Quality Score : 95%

Loved by every carbonated drink user

Familiarity : 95%

Highly familiar brand

Affordability : 95%

Prices are not high

Availability : 95%

Available in every store and shop through out the country

Trust : 95%

Customer Loyalty : 95%

Carbonated drink user are highly loyal to it

Brand Messaging : 95%

Use multiple ways to endorse itself

Sustainability : 95%

One of the highest revenue generating brand

Innovation : 95%

Market leader in carbonated drink category



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