

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Coca Cola

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 beverages in country

Familiarity : 95%

Globally recognized and acceptable

Affordability : 95%

Prices are market competitive

Availability : 74.5%

Not widely available in the country

Trust : 95%

Customer Loyalty : 95%

Its customers are loyal because of its unique taste

Brand Messaging : 84.5%

it delivers strong message across different mediums

Sustainability : 95%

Innovation : 95%

One of the global market leaders of beverage industry

Overall Score

A+91.56%

Excellent

QUALITY

95%

Well Known

FAMILIARITY

95%

Affordable

AFFORDABILITY

95%

Limited

AVAILABILITY

74.5%

TRUST

Highly Trusted

A+



CUSTOMER LOYALTY

Very High

A+



BRAND MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



Brand Index Analysis