

Brand Spotlight : Insights and Ratings

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

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

Brand Audit Summary for Sprite

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

Final Brand Story

Quality Score : 95%

Familiarity : 84.5%

Affordability : 95%

Availability : 74.5%

Trust : 84.5%

Customer Loyalty : 84.5%
Used as alternative of 7up

Brand Messaging : 95%

Sustainability : 95%

Innovation : 84.5%



Overall Score

A
88.06%



TRUST	Trusted	A	
CUSTOMER LOYALTY	High	A	
BRAND MESSAGING	Strong and Consistent	A+	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Innovative	A	

Brand Index Analysis