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%

