

Brand Spotlight : Insights and Ratings

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



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

Brand Audit Summary for Cola Next

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

Final Brand Story

Quality Score : 84.5%

Liked by most individuals of country

Familiarity : 95%

Popular as first cola brand of Pakistan

Affordability : 84.5%

Prices are fair

Availability : 84.5%

Not available in all stores and shops of country

Trust : 95%

Customer Loyalty : 95%

Customers are loyal as Nation's brand

Brand Messaging : 95%

Sustainability : 95%

Innovation : 95%

One of the first cola brand of Pakistan to be produced



Overall
Score

A+

91.50%



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