

Brand Spotlight : Insights and Ratings

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



Brand Name	Milk Pak
Company	Nestle Pakistan
Category	Food & Beverages - Milk
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Milk Pak

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

Final Brand Story

Quality Score : 95%

27 tests are conducted before market supply

Familiarity : 95%

One of the well known brands of pakistan

Affordability : 74.5%

Prices are little high as compared to other brands

Availability : 95%

Easily available in whole country

Trust : 95%

One of the most trusted milk brands in country

Customer Loyalty : 95%

Due to its unique taste

Brand Messaging : 95%

Very strong messaging delivery

Sustainability : 95%

Innovation : 95%

One of the most selling brands of Pakistan, acquiring 50% of market as per VIS survey



Overall Score

A+
92.72%



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