

# Brand Spotlight : Insights and Ratings

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



|                |                                     |
|----------------|-------------------------------------|
| Brand Name     | Laziza                              |
| Company        | convenience Food Industries Pvt Ltd |
| Category       | Food & Beverages - Recipe & Spices  |
| Market         | nationwide                          |
| Rating Updated | 4th Aug 2025                        |

## Brand Audit Summary for Laziza

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

### Final Brand Story

#### Quality Score : 84.5%

Quality is not as good as top brands of pakistan

#### Familiarity : 95%

Well known brand for desserts

#### Affordability : 74.5%

Prices are comparatively high

#### Availability : 95%

Easily available in stores and shops around the country

#### Trust : 95%

A high trust worthy brand

#### Customer Loyalty : 95%

Due to its taste

#### Brand Messaging : 84.5%

Brand message is conveyed around different communication channels

#### Sustainability : 95%

#### Innovation : 95%

For its recipe mix



Overall  
Score

**A+**

90.39%



TRUST

Highly Trusted

A+



CUSTOMER  
LOYALTY

Very High

A+



BRAND  
MESSAGING

Clear

A



SUSTAINABILITY

Actively Sustainable

A+



INNOVATION

Market Leader

A+



## Brand Index Analysis