

Brand Spotlight : Insights and Ratings

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



Brand Name	Merit Bread
Company	Safina Food Products
Category	Food & Beverages - Bread
Market	nationwide
Rating Updated	14th Aug 2025

Brand Audit Summary for Merit Bread

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

- Final Brand Story
- Quality Score : 74.5%
- Familiarity : 74.5%
- Affordability : 84.5%
- Availability : 74.5%
- Trust : 74.5%
- Customer Loyalty : 64.5%
- Brand Messaging : 74.5%
- Sustainability : 84.5%
- Innovation : 84.5%



Overall Score

B+76.72%



TRUST	Somewhat Trusted	B+	
CUSTOMER LOYALTY	Low	B	
BRAND MESSAGING	Weak	B+	
SUSTAINABILITY	Basic Steps	A	
INNOVATION	Innovative	A	

Brand Index Analysis