

Butter and Spreads in Pakistan

Market Direction | 2022-09-28 | 18 pages | Euromonitor

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Report description:

While sales of packaged butter and ghee (categorised under cooking fats) continue to increase throughout the review period, Including in 2022, there is still huge room for sales growth in the category as many of the majority of consumers that live in rural areas of Pakistan still prefer unpackaged butter and ghee. These products are usually distributed through informal or semi-formal channels such as open markets and street vendors and they are invariably considerably cheaper than the equivalent...

Euromonitor International's Butter and Spreads in Pakistan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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BUTTER AND SPREADS IN PAKISTAN

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The majority of consumers living in rural areas prefer unpackaged butter and ghee

Upfield's Blue band remains the dominant leader in margarine

Butter sales dominated by two local brands: NurPur and Adam's Butter

PROSPECTS AND OPPORTUNITIES

Margarine set to become more popular, largely at the expense of packaged butter

The ongoing home baking trend set to continue pushing butter and margarine sales

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