

Dairy Products and Alternatives in Pakistan

Market Direction | 2022-09-28 | 64 pages | Euromonitor

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Report description:

Rising prices due to high inflation during 2022 meant that the population Pakistan became even more price-sensitive. This created issues for the leading players in during products and alternatives as they faced rising costs at a time when consumer spending was under pressure. Faced with pressure on their spending, consumers became more careful about their spending on dairy products and alternatives, although the essential and traditional status of many products such as milk, yoghurt and ghee, ca...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Coffee whiteners the dominant category due to strong demand in southern Pakistan

Condensed milk consumption remains low, limited to the preparation of desserts

Nestle's leading cream brand MilkPak withstands rising competition to remain on top

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