

Drinking Milk Products in Pakistan

Market Direction | 2022-09-28 | 21 pages | Euromonitor

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Report description:

Powder milk remains a small category of drinking milk products in Pakistan, accounting for a small proportion of overall category sales and remaining a far less important category than cow's milk. Nonetheless, powder milk is a popular choice in southern and northern regions of Pakistan. First of all, this is largely due to the extreme weather conditions that often prevail in the northern and southern extremities of Pakistan, which means that many people have deemed it difficult to store and use...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Companies introducing flavoured milk drinks to capture rising demand
Nestle struggling to maintain its value share, especially in urban areas

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