

Other Dairy in Pakistan

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

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Report description:

Coffee whiteners remains the dominant category of other dairy in Pakistan and this is due to the very widespread use of these products as coffee and tea whiteners in southern regions of Pakistan. Tea is a very popular hot drink in Pakistan and it is usually taken with milk. However, due to the high temperatures that prevail in southern regions of the country and the low household penetration of refrigeration appliances, many consumers rely on coffee whiteners to add to their tea, rather than cow...

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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OTHER DAIRY IN PAKISTAN

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

Innovation to come to the fore as brands look to build sales and add value

Affiliate marketing set to play a major role as competition intensifies amidst rising sales

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