

## **Baked Goods in Pakistan**

Market Direction | 2022-12-06 | 20 pages | Euromonitor

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### **Report description:**

In Pakistan, there is a general preference for unpackaged bread, which is usually fresher than packaged varieties and is often purchased from independent bakeries rather than supermarkets. Unpackaged bread has tended to comprise a popular but very narrow range of traditional options, and some more premium-oriented independent bakeries have expanded their ranges. As a result, food, drink and tobacco specialists is expected to gain significant retail value share in Pakistan in 2022 at the expense...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- \* Get a detailed picture of the Baked Goods 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 reliable information resources to help drive informed strategic planning.

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Baked Goods in Pakistan  
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December 2022

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Unpackaged bread and artisanal cakes gain popularity across social classes in 2022, leading to shifts in distribution share

Wider variety of packaged bread options offer local consumers with busy lifestyles greater convenience

Modern grocery retailers seek to gain retail share by selling their own baked items.

Health and wellness likely to lead to reduced sugar content and smaller portion sizes in baked goods

Demand for packaged bread is set to spread to a wider consumer base

Flat bread set to benefit from rising demand for convenience and broadening tastes

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