

Processed Fruit and Vegetables in Pakistan

Market Direction | 2022-12-06 | 19 pages | Euromonitor

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Report description:

One of the key factors that has supported strong growth in frozen processed vegetables and frozen processed potatoes in Pakistan in recent years is the ongoing development of fully integrated cold chain distribution systems throughout the country. While investment has come from various key stakeholders, the Government of Pakistan has taken the lead in this area and government agencies are paying far more attention to developing an integrated nationwide cold chain distribution system. This projec...

Euromonitor International's Processed Fruit and Vegetables 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: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

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

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables 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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PROCESSED FRUIT AND VEGETABLES IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Official investment in the development of cold chain distribution systems supports growth

Urban lifestyles favour processed fruit and vegetables, but some Pakistani consumers remain committed to home-grown options

Processed Vegetables are readily available, but demand for frozen fruit remains negligible in Pakistan

PROSPECTS AND OPPORTUNITIES

Demand for processed fruit and vegetables is set to increase as consumers look for restaurant-quality meals at home

Shifts in consumer tastes and rising demand are set to attract new entrants to the category over the forecast period

Opportunities will emerge for players as busy local consumers prioritise convenience

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