

Rice, Pasta and Noodles in Pakistan

Market Direction | 2022-12-06 | 23 pages | Euromonitor

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Report description:

There has been a significant increase in the number of local consumers who are interested in healthier diets in recent years and this trend picked up pace during the COVID-19 pandemic. With many Pakistanis now looking to improve their diets as a way of supporting overall health, there are now opportunities for players in rice, pasta and noodles to launch products that align with the health and wellness trend. In terms of pasta, most of the healthier product options are made using durum wheat, wh...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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2022 DEVELOPMENTS

Rice, pasta and noodles gets a boost from the developing health and wellness trend in Pakistan

Unilever maintains its leading position in noodles in 2022, thanks to its popular brand, Knorr

Increases in wheat prices reduce profit margins, but demand remains high

PROSPECTS AND OPPORTUNITIES

Economic growth and rising income levels are set to boost demand for rice over the forecast period

Innovative new launches and new product development will become increasingly important

E-commerce is expected to continue to gain ground in the coming years

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