

## **Ice Cream in Pakistan**

Market Direction | 2022-07-20 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Demand for packaged ice cream is set to notably improve in 2022 due to greater mobility outside of the home, following a decline in demand during 2020 due to the pandemic, and subdued sales in 2021 with some restrictions still in place earlier in the year. Sales of ice cream in Pakistan are primarily driven by impulse purchases, particularly among young adults and children, who generally opt for single portion dairy ice cream, which dominates sales, whilst enjoying a variety of flavours, brands,...

Euromonitor International's Ice Cream 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 Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

Why buy this report?

- \* Get a detailed picture of the Ice Cream 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Ice Cream in Pakistan  
Euromonitor International  
July 2022

### List Of Contents And Tables

#### ICE CREAM IN PAKISTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Accessibility of packaged ice cream

Ice cream parlours provide competition to packaged ice cream

Unilever retains dominance of ice cream in Pakistan

##### PROSPECTS AND OPPORTUNITIES

Urbanisation shifting consumer preferences towards artisanal ice cream parlours

Cold storage and distribution conditions make home delivery a challenge

Distribution landscape set to shift as consumers begin to move towards modern retailing

##### CATEGORY DATA

Table 1 Sales of Ice Cream by Category: Volume 2017-2022

Table 2 Sales of Ice Cream by Category: Value 2017-2022

Table 3 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 4 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 6 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 7 Distribution of Ice Cream by Format: % Value 2017-2022

Table 8 Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 9 Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 10 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

#### SNACKS IN PAKISTAN

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Distribution of Snacks by Format: % Value 2017-2022

Table 19 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 20 Forecast Sales of Snacks by Category: Value 2022-2027

Table 21 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Ice Cream in Pakistan

Market Direction | 2022-07-20 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com