

Retail in Pakistan

Market Direction | 2023-03-28 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2022, retail in Pakistan was severely impacted by the devastating floods and the economic crisis. Dwindling consumer purchasing power, supply chain disruptions, reduced agriculture output, weak lending activity by commercial banks and currency devaluation were some of the major challenges. However, e-commerce was a hotspot for investment, especially in logistics infrastructure, payments and the development of online platforms. Although many international players found it challenging to contin...

Euromonitor International's Retail in Pakistan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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,

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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.

Table of Contents:

Retail in Pakistan
Euromonitor International
March 2023

List Of Contents And Tables

RETAIL IN PAKISTAN

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Retail GBO Company Shares: % Value 2018-2022

Table 8 Retail GBN Brand Shares: % Value 2019-2022

Table 9 Retail Offline GBO Company Shares: % Value 2018-2022

Table 10 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 11 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 12 □Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 13 □Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 14 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 15 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 16 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 17 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 18 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 19 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GROCERY RETAILERS IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Devastating floods and economic crises have been impacting retailers with both food supply chain and pricing challenges

Digitisation of Pakistan's small grocers: opportunities for FMCG brands

Carrefour opens its 10th hypermarket in the country

PROSPECTS AND OPPORTUNITIES

In a complex economic environment, there is ample opportunity for private label

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Untapped potential: international grocery retailers can benefit from Pakistan's food export

Players explore their e-commerce options over the forecast period

CHANNEL DATA

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 22 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 24 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 26 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 27 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 28 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 29 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 30 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 31 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 32 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 33 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 34 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation and currency devaluation negatively affect sales of non-grocery retailers in 2022

Electronics and appliance specialist retailers channel remains highly fragmented□

Challenges facing pharmacies in Pakistan

PROSPECTS AND OPPORTUNITIES

Observing changes in consumer spending behaviour, apparel and footwear specialist retailers expand their assortments with accessories, homewares and beauty products

Possible store closures on the horizon given economic challenges and increasing cost of business

E-commerce likely to attract growing number of retailers and customers in forecast period

CHANNEL DATA

Table 35 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 36 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 41 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 42 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 44 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 45 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DIRECT SELLING IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling remains relevant in rural areas

Social media plays an increasingly important role in direct selling

Lack of legal framework and negative consumer perception hinder channel growth

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Direct selling as a solution to inflationary pressures for female entrepreneurs

The future of direct selling in Pakistan: Balancing online channels with personal connections

Economic instability may negatively impact direct selling

CHANNEL DATA

Table 46 Direct Selling by Product: Value 2017-2022

Table 47 Direct Selling by Product: % Value Growth 2017-2022

Table 48 Direct Selling GBO Company Shares: % Value 2018-2022

Table 49 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 50 Direct Selling Forecasts by Product: Value 2022-2027

Table 51 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Clicky and PriceOye: Pakistani e-commerce start-ups attract major investments

Partnerships between banks and fintech companies boost digital payments in Pakistan's growing e-commerce sector

Swagkicks expands thrift shopping in Pakistan's growing e-commerce sector

PROSPECTS AND OPPORTUNITIES

The growing e-commerce landscape in Pakistan: opportunities and challenges ahead

Pakistan's growing e-commerce investment landscape: Key players and areas of opportunity

Improving delivery services is key to the success of e-commerce

CHANNEL DATA

Table 52 Retail E-Commerce by Product: Value 2017-2022

Table 53 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 54 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 55 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 56 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 57 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Pakistan

Market Direction | 2023-03-28 | 37 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 | €1750.00 |
| | Multiple User License (1 Site) | €3500.00 |
| | Multiple User License (Global) | €5250.00 |
| | | 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="2026-02-11"/> |
| | | 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