

## **Snacks in Pakistan**

Market Direction | 2023-07-03 | 59 pages | Euromonitor

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### **Report description:**

Aggressive inflation has reduced consumer purchasing power in 2023, prompting shifts on the demand and supply side. Consumers are opting for more affordable snack options and are seeking substitutes for higher-priced products. To address this trend, manufacturers are focusing on developing cost-effective snacks that offer value for money. Additionally, there is a growing emphasis on reducing packaging costs, but without compromising product quality or safety. This has involved streamlining packa...

Euromonitor International's Snacks 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

### **Why buy this report?**

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

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