

Drinking Milk Products in Pakistan

Market Direction | 2023-09-28 | 19 pages | Euromonitor

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Report description:

The drinking milk category is faced with multiple challenges in 2023, in the shape of inflationary-led price hikes, expensive raw materials and high rates of taxes on packaged milk products. Pakistan is the fourth largest milk-producing country in the world, with a large proportion of milk being sold and distributed in unpackaged/loose format. Loose/unpackaged milk still remains untaxed in Pakistan and so is popular with rural consumers, while urban consumers opt for packaged milk. Whilst loose...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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