

Meals and Soups in Pakistan

Market Direction | 2023-11-22 | 18 pages | Euromonitor

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Report description:

With the increasing pace of life in urban areas, consumers, including a significant population of working women, are seeking meal and soup options that can be prepared quickly and with minimal effort. Products that offer easy preparation, such as heat-and-serve or microwave-ready meals, are therefore in high demand. Working women often have limited time to devote to cooking elaborate meals and are consequently turning to packaged meals and soups as time-efficient solutions.

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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