

Staple Foods in Pakistan

Market Direction | 2023-11-28 | 51 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Pakistan's economy continues to struggle and the government secured a further USD3 billion bailout from the IMF in July 2023, avoiding an impending default. Inflation continues to be very high and is being driven by several factors, including international commodity prices, global supply disruptions, flood damage to crops, steep currency depreciation and political uncertainty in the country.

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Staple Foods in Pakistan
Euromonitor International
November 2023

List Of Contents And Tables

STAPLE FOODS IN PAKISTAN

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 1 Sales of Staple Foods by Category: Volume 2018-2023

Table 2 Sales of Staple Foods by Category: Value 2018-2023

Table 3 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 4 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 6 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 7 Distribution of Staple Foods by Format: % Value 2018-2023

Table 8 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 9 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 10 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BAKED GOODS IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer preferences in response to inflation

Competitive landscape increasingly fragmented

Packaged bread registers volume growth

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Brands look to stand out through differentiation

Growing demand for packaged goods

CATEGORY DATA

Table 12 Sales of Baked Goods by Category: Volume 2018-2023

Table 13 Sales of Baked Goods by Category: Value 2018-2023

Table 14 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 15 Sales of Baked Goods by Category: % Value Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 16 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 17 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 18 Distribution of Baked Goods by Format: % Value 2018-2023

Table 19 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 20 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 21 □Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

BREAKFAST CEREALS IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting breakfast habits amid economic challenges

Fauji Cereals maintains commanding lead

Increasingly healthier positioning in breakfast cereal

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Local manufacturers focus on muesli

Increasing demand for on-the-go options

CATEGORY DATA

Table 23 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 24 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 25 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 26 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 28 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 29 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 30 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 31 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 32 □Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 33 □Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth as consumers appreciate convenience

K&N's Foods maintains leadership

Processed seafood registers higher volume growth than processed meat

PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Further investment necessary in chilled storage

Value sales of meat alternatives negligible

CATEGORY DATA

Table 34 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 35 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 36 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 37 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 39 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 40 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 41 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 42 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

PROCESSED FRUIT AND VEGETABLES IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value for money drives sales

Little brand loyalty in highly fragmented landscape

Frozen processed potatoes registers highest volume growth

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Opportunity for growth in frozen processed fruit and vegetables

Health concerns limit the consumption of shelf stable fruit

CATEGORY DATA

Table 43 Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 44 Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 45 Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 46 Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 47 NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 48 LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 49 Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 50 Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 51 Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 52 □Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 53 □Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

RICE, PASTA AND NOODLES IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health volume growth for rice

Consolidated landscape across rice, pasta and noodles

More muted performance for pasta in 2023

PROSPECTS AND OPPORTUNITIES

Rice strongest performer over forecast period

Increasing demand for offerings with healthier positioning

Retail developments set to support growth

CATEGORY DATA

Table 54 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023

Table 55 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023

Table 56 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023

Table 57 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023

Table 59 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023

Table 60 NBO Company Shares of Rice: % Value 2019-2023

Table 61 LBN Brand Shares of Rice: % Value 2020-2023

Table 62 NBO Company Shares of Pasta: % Value 2019-2023

Table 63 □LBN Brand Shares of Pasta: % Value 2020-2023

Table 64 □NBO Company Shares of Noodles: % Value 2019-2023

Table 65 □LBN Brand Shares of Noodles: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 66 □Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023

Table 67 □Distribution of Rice by Format: % Value 2018-2023

Table 68 □Distribution of Pasta by Format: % Value 2018-2023

Table 69 □Distribution of Noodles by Format: % Value 2018-2023

Table 70 □Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028

Table 71 □Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028

Table 72 □Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

Table 73 □Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Staple Foods in Pakistan

Market Direction | 2023-11-28 | 51 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	2025-05-12
		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