

## **Snacks in Pakistan**

Market Direction | 2024-07-16 | 58 pages | Euromonitor

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### **Report description:**

It is expected to be a positive picture for snacks in Pakistan in 2024, with healthy constant value and volume growth, partly supported by population growth. This positive picture is in spite of continuing soaring inflation, though growth has eased from the previous year. The economy is showing signs of stabilisation and the currency is also more stable, and this is boosting consumer confidence.

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 2019-2023, 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 2028, 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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