

## **Dairy Products and Alternatives in Pakistan**

Market Direction | 2024-08-21 | 58 pages | Euromonitor

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### **Report description:**

In 2024, dairy products and alternatives in Pakistan is showing resilience, navigating economic challenges such as inflation while maintaining robust consumer demand. A significant driver of this resilience is the growing consumer focus on health and nutrition, with a noticeable shift towards premium and organic options across various categories. Consumers are increasingly prioritising quality over cost, especially in baby food, where parents are willing to invest in trusted brands that offer su...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

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

- \* Get a detailed picture of the Dairy Products and Alternatives 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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