

Yoghurt and Sour Milk Products in Pakistan

Market Direction | 2024-08-21 | 16 pages | Euromonitor

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Report description:

In 2024, there is a noticeable shift amongst Pakistani consumers from traditional home-made yoghurt to packaged yoghurt products. This change is primarily driven by the convenience, consistent quality, and extended shelf life that packaged yoghurts offer, making them increasingly appealing to busy urban consumers. The success of packaged yoghurt can also be attributed to robust marketing campaigns that emphasise the hygienic production processes and the nutritional benefits of these products. As...

Euromonitor International's Yoghurt and Sour 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 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Yoghurt and Sour 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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