

Rice, Pasta and Noodles in Pakistan

Market Direction | 2024-12-05 | 23 pages | Euromonitor

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Report description:

Instant noodles have become a staple snack and quick meal option in Pakistan in 2024, driven by their affordability, ease of preparation, and the variety of flavours available. This trend is particularly prominent among students, young professionals, and urban households seeking convenience in their busy lives. The market has seen notable growth with new product introductions, such as Shan Foods' launch of Korean-style noodles under the Shoop brand to cater to evolving consumer tastes. Imported...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

- * Get a detailed picture of the Rice, Pasta and Noodles 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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