

Pakistan Savory Snack - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Pakistan Savory Snack Market size is estimated at USD 0.79 billion in 2025, and is expected to reach USD 1.23 billion by 2030, at a CAGR of 9.2% during the forecast period (2025-2030).

The Pakistani snack food industry is expected to grow owing to the increasing demand for quick and convenient snacks that can be consumed on the go. Consumers are increasingly opting for healthier snacking options, leading to a rise in the demand for baked snacks, nuts, and dried fruits. Snack manufacturers are constantly innovating and introducing new flavors and product formats to cater to evolving consumer preferences. Also, extensive marketing campaigns and wider distribution channels are creating greater brand awareness and promoting the consumption of packaged snacks.

The rise of e-commerce platforms and online ordering services makes it easier for consumers to purchase snacks directly from manufacturers, offering wider choices and convenient delivery options. According to Omnesmedia.com, in 2021, there was a 45% increase in online purchases compared to 2020. The government's focus on promoting the food processing industry and providing incentives for investments is further boosting the growth of the snack food market. In addition, consumers are showing a growing appreciation for local flavors and traditional snacking options, leading to the popularity of indigenous brands and products. These factors are boosting the growth of the snack food industry in Pakistan.

Pakistan Savory Snack Market Trends

Demand for Nuts and Seeds is Increasing

Consumers in the country are constantly seeking convenient snacking options that are being upgraded by major manufacturers.

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The industry is mainly driven by the growing awareness of the health benefits of nuts and seeds, as they are rich sources of fiber, protein, vitamins, antioxidants, and other essential minerals, and the increasing popularity of the paleo diet. They are a good source of saturated fats and help maintain a healthy heart and brain. Due to the nutritional benefits, they serve as excellent meal substitutes.

The prevalence of diabetes across the nation has encouraged many consumers to switch to nuts and seeds snacking options. As per the World Bank data, approximately 26.7% of the adult population residing in Pakistan had diabetes in 2022. The on-the-go snacking concept is linked to easy consumption. Also, nuts and seeds as snacking options help consumers save time cooking at home, especially in times of minor hunger urges, serve as convenient tiffin options for school/college-going children, and even between work sessions.

The Growing Number of Supermarkets in Pakistan is Expected to Boost the Sales of Potato Chips

Consumers in urban areas have switched from traditional grocery stores to branded grocery chains due to changing consumer lifestyles, the availability of global brands, and technological interventions. This change in consumer behavior is expected to drive the market for potato chips through supermarkets. The segment accounts for a substantial share of the potato chip market, owing to its friendly format and the real feeling of shopping experience among consumers. Supermarkets provide heavy discounts and rewards that attract consumers to purchase potato chips through supermarkets.

Many supermarket chains have been expanding their presence across Asia, including Pakistan. As of 2021, there were four Carrefour outlets across Asia. Discount offers and ease of shopping also attract consumers to supermarkets. Majid Al Futtaim invested around INR 14.3 billion in new store openings in Q1 2024 in Lahore, Pakistan. Majid Al Futtaim, which owns the exclusive rights to operate Carrefour in Pakistan, announced the inauguration of a new Carrefour supermarket in Askari 10 in Lahore.

Consumers prefer making fewer trips to the stores to receive more value for their money, which increases the sales of snacks, including potato chips, via supermarkets/hypermarkets across the nation. Thus, increasing retail business in Pakistan is expected to boost the potato chip market in the country.

Pakistan Savory Snack Industry Overview

The Pakistani snack food industry is highly competitive due to the presence of various local and international vendors. Some of the major players in the market are PepsiCo Inc., The Kellogg Company, Nimco's, Rehmat-e-Shereen, and United Snacks. One of the most important strategies companies are implementing is making major efforts to penetrate the retail channels, which eases the circulation of products into the consumer market.

Major companies operating in the industry offer consumers a wide range of products. For instance, Shahi owns state-of-the-art manufacturing facilities, allowing the company to meet heavy demands for savory snacks, majorly arising from the country's urban areas. Key players are focusing on social media platforms and online distribution channels for e-marketing and branding of their products to attract more customers.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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