

# Biscuits and Snack Bars in Pakistan

<https://marketpublishers.com/r/BE14B0FF9CCEN.html>

Date: October 2015

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: BE14B0FF9CCEN

## Abstracts

The biggest story for 2015 was the “Nankhatai war”. Nankhatai (shortbread biscuit) is a traditional treat which Pakistanis have been consuming for a long time. These biscuits are mainly available as unpackaged products in local bakeries situated in urban and rural areas and are popular both among children, as they are sweet, and adults, as they are traditional. The main players in biscuits and snack bars, English Biscuits Manufacturer and Continental Biscuits, both launched their own brand of...

Euromonitor International's Biscuits and Snack Bars in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2019 illustrate how the market is set to change.

**Product coverage:** Biscuits, Snack Bars.

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

### Why buy this report?

Get a detailed picture of the Biscuits and Snack Bars 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Biscuits and Snack Bars by Category: Volume 2010-2015

Table 2 Sales of Biscuits and Snack Bars by Category: Value 2010-2015

Table 3 Sales of Biscuits and Snack Bars by Category: % Volume Growth 2010-2015

Table 4 Sales of Biscuits and Snack Bars by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Biscuits and Snack Bars: % Value 2011-2015

Table 6 LBN Brand Shares of Biscuits and Snack Bars: % Value 2012-2015

Table 7 NBO Company Shares of Biscuits: % Value 2011-2015

Table 8 LBN Brand Shares of Biscuits: % Value 2012-2015

Table 9 Distribution of Biscuits and Snack Bars by Format: % Value 2010-2015

Table 10 Distribution of Biscuits by Format: % Value 2010-2015

Table 11 Forecast Sales of Biscuits and Snack Bars by Category: Volume 2015-2020

Table 12 Forecast Sales of Biscuits and Snack Bars by Category: Value 2015-2020

Table 13 Forecast Sales of Biscuits and Snack Bars by Category: % Volume Growth 2015-2020

Table 14 Forecast Sales of Biscuits and Snack Bars by Category: % Value Growth 2015-2020

English Biscuit Manufacturers (pvt) Ltd in Packaged Food (pakistan)

Strategic Direction

Key Facts

Summary 1 English Biscuit Manufacturers Pvt Ltd: Key Facts

Competitive Positioning

Summary 2 English Biscuit Manufacturers Pvt Ltd: Competitive Position 2015

Executive Summary

Rapid Urbanisation Drive Growth in Packaged Foods

Private Label Targeting Mainly Middle-income and Low-income Consumers

Visibility of Imported Brands Increases in Modern Grocery Retailers Outlets

Supermarkets Play A Vital Role in the Promotion of Processed Meat and Seafood

Increases in Taxes Likely To Hinder Growth in Packaged Food Over the Forecast Period

Foodservice: Key Trends and Developments

Headlines

Trends

## Competitive Landscape

### Prospects

### Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2015-2020

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2015-2020

### Market Data

Table 19 Sales of Packaged Food by Category: Volume 2010-2015

Table 20 Sales of Packaged Food by Category: Value 2010-2015

Table 21 Sales of Packaged Food by Category: % Volume Growth 2010-2015

Table 22 Sales of Packaged Food by Category: % Value Growth 2010-2015

Table 23 GBO Company Shares of Packaged Food: % Value 2011-2015

Table 24 NBO Company Shares of Packaged Food: % Value 2011-2015

Table 25 LBN Brand Shares of Packaged Food: % Value 2012-2015

Table 26 Distribution of Packaged Food by Format: % Value 2010-2015

Table 27 Distribution of Packaged Food by Format and Category: % Value 2015

Table 28 Forecast Sales of Packaged Food by Category: Volume 2015-2020

Table 29 Forecast Sales of Packaged Food by Category: Value 2015-2020

Table 30 Forecast Sales of Packaged Food by Category: % Volume Growth 2015-2020

Table 31 Forecast Sales of Packaged Food by Category: % Value Growth 2015-2020

### Sources

Summary 3 Research Sources

## I would like to order

Product name: Biscuits and Snack Bars in Pakistan

Product link: <https://marketpublishers.com/r/BE14B0FF9CCEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE14B0FF9CCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970