

Butter and Margarine in Pakistan

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Abstracts

Packaged butter and margarine continued to witness limited penetration in 2017 compared to unpackaged margarine and butter. Branded butter and margarine suffer from low penetration rates in Pakistan due to their high prices compared with cheaper, unpackaged alternatives. Unbranded alternatives are able to attract the majority of mass consumer demand due to their lower prices as they have little to no tax, packaging and advertising/promotion expenses. Unpackaged products are, however, not include...

Euromonitor International's Butter and Margarine 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

Get a detailed picture of the Butter and Margarine 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.

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