

Butter and Spreads in Pakistan

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Abstracts

The sale of unpackaged butter and ghee products in rural areas remains strong in Pakistan. However, urban consumers are becoming more hygiene conscious and are looking for more convenient butter and ghee formats, with many opting for packaged alternatives. Packaged options have a comparably longer shelf life and are UHT treated to ensure better product safety. Nevertheless, unpackaged butter and ghee remains untaxed in Pakistan making it cheaper option. Moreover, it is sold and distributed via i...

Euromonitor International's Butter and Spreads 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 2018-2022, 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 directly informs our forecasts to 2027, clearly indicating how the market is expected 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 Spreads 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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