

# 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.

## Contents

Butter and Spreads in Pakistan  
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September 2023

### **LIST OF CONTENTS AND TABLES**

**BUTTER AND SPREADS IN PAKISTAN**  
**KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Packaged butter and ghee popular among urban consumers  
Upfield's Blue Band continues to dominate margarine  
Packaged butter brands offer value for money

#### **PROSPECTS AND OPPORTUNITIES**

Solid growth prospects for butter and spreads  
Modern channel is gaining ground in butter and spreads  
Home baking trend set to continue pushing butter and margarine sales

#### **CATEGORY DATA**

Table 1 Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 2 Sales of Butter and Spreads by Category: Value 2018-2023  
Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 4 Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 6 LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 7 Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 9 Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

#### **DAIRY PRODUCTS AND ALTERNATIVES IN PAKISTAN**

##### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 16 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 17 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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