

# Frozen Processed Food in Pakistan

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## Abstracts

Lifestyles in Pakistan are slowly changing thanks to exposure to Western trends through social media, television and other communication media. Convenience in food preparation and cooking also supported the growth of frozen processed food. Furthermore, the growing numbers of women in the workforce also facilitated sales growth of this category. Frozen food is considered to be fresher than canned/preserved food in Pakistan. Local consumers prefer to store meat or poultry at home while vegetables...

Euromonitor International's Frozen Processed Food 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 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Frozen Bakery, Frozen Desserts, Frozen Meat Substitutes, Frozen Noodles, Frozen Pizza, Frozen Processed Fish/Seafood, Frozen Processed Potatoes, Frozen Processed Poultry, Frozen Processed Red Meat, Frozen Processed Vegetables, Frozen Ready Meals, Frozen Soup, Other Frozen Processed Food.

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

## Why buy this report?

Get a detailed picture of the Frozen Processed Food 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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Executive Summary

Packaged Food Value Sales Grow Further Mainly Due To Increasing Inflation

Consumers Continue To Switch From Loose Food Products To Packaged Foods

Domestic Companies Maintain Lead

Modern Retail Channels Gain Further Popularity

Packaged Food Likely To Grow Over the Forecast Period

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