

# Rice, Pasta and Noodles in Pakistan

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## Abstracts

Rice is a key staple in Pakistan and in 2023 is expected to register healthy volume growth, as its affordability, as well as continuing population growth support volume sales. Local farmers are also in a position to supply local demand and this keeps prices lower. Rice yields also continue to improve, as farmers plant higher-yielding hybrid rice varieties, improves agronomic practices and increase planting areas, as farmers shift out of cotton. That being said, price rises are still significant...

Euromonitor International's Rice, Pasta and Noodles 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: Noodles, Pasta, Rice.

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

Why buy this report?

Get a detailed picture of the Rice, Pasta and Noodles 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

Rice, Pasta and Noodles in Pakistan  
Euromonitor International  
November 2023  
List Of Contents And Tables  
RICE, PASTA AND NOODLES IN PAKISTAN  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Health volume growth for rice  
Consolidated landscape across rice, pasta and noodles  
More muted performance for pasta in 2023  
PROSPECTS AND OPPORTUNITIES  
Rice strongest performer over forecast period  
Increasing demand for offerings with healthier positioning  
Retail developments set to support growth

### CATEGORY DATA

Table 1 Sales of Rice, Pasta and Noodles by Category: Volume 2018-2023  
Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2018-2023  
Table 3 Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2018-2023  
Table 4 Sales of Rice, Pasta and Noodles by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Rice, Pasta and Noodles: % Value 2019-2023  
Table 6 LBN Brand Shares of Rice, Pasta and Noodles: % Value 2020-2023  
Table 7 NBO Company Shares of Rice: % Value 2019-2023  
Table 8 LBN Brand Shares of Rice: % Value 2020-2023  
Table 9 NBO Company Shares of Pasta: % Value 2019-2023  
Table 10 LBN Brand Shares of Pasta: % Value 2020-2023  
Table 11 NBO Company Shares of Noodles: % Value 2019-2023  
Table 12 LBN Brand Shares of Noodles: % Value 2020-2023  
Table 13 Distribution of Rice, Pasta and Noodles by Format: % Value 2018-2023  
Table 14 Distribution of Rice by Format: % Value 2018-2023  
Table 15 Distribution of Pasta by Format: % Value 2018-2023  
Table 16 Distribution of Noodles by Format: % Value 2018-2023  
Table 17 Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2023-2028  
Table 18 Forecast Sales of Rice, Pasta and Noodles by Category: Value 2023-2028  
Table 19 Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2023-2028

## Table 20 Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2023-2028

### STAPLE FOODS IN PAKISTAN

#### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

#### MARKET DATA

Table 21 Sales of Staple Foods by Category: Volume 2018-2023

Table 22 Sales of Staple Foods by Category: Value 2018-2023

Table 23 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 24 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 26 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 27 Distribution of Staple Foods by Format: % Value 2018-2023

Table 28 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 29 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 30 Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 31 Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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