

Yoghurt and Sour Milk Products in Pakistan

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Date: September 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: YA4ADFF054AEN

Abstracts

A high proportion of yoghurt sales in Pakistan have traditionally been accounted for by unpackaged products. but the rapid urbanisation being witnessed across Pakistan is driving the trend towards packaged yoghurt, with sales rising throughout urban and city centres. Pakistan's urban middle classes are moving more towards packaged yoghurt and away from conventional unpackaged yoghurt products that have been prevalent in the country for many years, and are still commonly used in rural areas. The...

Euromonitor International's Yoghurt and Sour Milk Products 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: Sour Milk Products, Yoghurt.

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

Why buy this report?

Get a detailed picture of the Yoghurt and Sour Milk Products 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

Yoghurt and Sour Milk Products in Pakistan
Euromonitor International
September 2023

LIST OF CONTENTS AND TABLES

YOGHURT AND SOUR MILK PRODUCTS IN PAKISTAN
KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing trend towards packaged yoghurts
Flavoured yoghurt continues to gain traction as consumers look for convenient snacks
Nestl? Pakistan grows share amid growing competition in the yoghurt category

PROSPECTS AND OPPORTUNITIES

Sour milk products set to gain popularity
Introducing different packaging sizes slated to have a positive impact on demand
Preference for thicker yoghurt limits drinking and flavoured yoghurt

CATEGORY DATA

Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth
2018-2023

Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth
2018-2023

Table 5 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 6 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 7 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 8 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume
2023-2028

Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value
2023-2028

Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume
Growth 2023-2028

Table 11 Forecast Sales of Yoghurt and Sour Milk Products 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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