



# Processed Fruit and Vegetables in Pakistan

November 2023

Table of Contents

## Processed Fruit and Vegetables in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Value for money drives sales

Little brand loyalty in highly fragmented landscape

Frozen processed potatoes registers highest volume growth

#### PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Opportunity for growth in frozen processed fruit and vegetables

Health concerns limit the consumption of shelf stable fruit

#### CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2018-2023

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2018-2023

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2018-2023

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2019-2023

Table 6 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2020-2023

Table 7 - Distribution of Processed Fruit and Vegetables by Format: % Value 2018-2023

Table 8 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2023-2028

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2023-2028

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2023-2028

## Staple Foods in Pakistan - Industry Overview

### 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 12 - Sales of Staple Foods by Category: Volume 2018-2023

Table 13 - Sales of Staple Foods by Category: Value 2018-2023

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 19 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 20 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 21 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-pakistan/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-pakistan/report).