



Euromonitor
International

Sauces, Dips and Condiments in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The introduction of innovative flavours creates excitement among consumers
- The curbing of the illicit trade provides a fillip to the category
- Strong competition across categories

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- E-commerce to continue to open up sauces, dips and condiments
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- B2B partnerships open up substantial sales channels

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Cooking Ingredients and Meals in Pakistan - Industry Overview

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