



Baked Goods in Pakistan

November 2025

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2025 DEVELOPMENTS

Convenience, health and premiumisation drive growth

INDUSTRY PERFORMANCE

Unpackaged leavened bread continues to serve as traditional staple

Unpackaged flat bread leads growth, while frozen baked goods finds a niche

WHAT'S NEXT?

Steady growth amid dual market dynamics

Growing interest in more nutritious “better for you” offerings

Premiumisation set to drive growth

COMPETITIVE LANDSCAPE

Golden Harvest Foods remains market leader

Convenience Food Industries sees rapid growth driven by urban appeal of Laziza

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E-commerce continues to transform retail landscape

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EXECUTIVE SUMMARY

Expansion of modern retail fuels staple food sales

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INDUSTRY PERFORMANCE

Convenience and urbanisation drive robust growth

Consumers shift from unpackaged to packaged formats mid rising focus on food safety and quality

Affordability remains key as local production expands

WHAT'S NEXT?

Changing lifestyles and retail formalisation will drive growth

Competition will intensify as players expand their portfolios and invest in geographical expansion

Health and wellness trend will gain traction in urban areas

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