



Euromonitor
International

Staple Foods in Pakistan

November 2025

Table of Contents

Staple Foods in Pakistan

EXECUTIVE SUMMARY

Expansion of modern retail fuels staple food sales

KEY DATA FINDINGS

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

COMPETITIVE LANDSCAPE

Engro leads fragmented landscape

Matco gains share at expense of smaller competitors

CHANNELS

Small local grocers face growing competition from modern trade

E-commerce shows rapid expansion

MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2020-2025

Table 2 - Sales of Staple Foods by Category: Value 2020-2025

Table 3 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 6 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2021-2025

Table 8 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

Baked Goods in Pakistan

KEY DATA FINDINGS

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

CHANNELS

Small local grocers hold sway in face of rising competition from modern retailers
E-commerce continues to transform retail landscape

CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2020-2025
Table 14 - Sales of Baked Goods by Category: Value 2020-2025
Table 15 - Sales of Baked Goods by Category: % Volume Growth 2020-2025
Table 16 - Sales of Baked Goods by Category: % Value Growth 2020-2025
Table 17 - Sales of Pastries by Type: % Value 2020-2025
Table 18 - NBO Company Shares of Baked Goods: % Value 2021-2025
Table 19 - LBN Brand Shares of Baked Goods: % Value 2022-2025
Table 20 - Distribution of Baked Goods by Format: % Value 2020-2025
Table 21 - Forecast Sales of Baked Goods by Category: Volume 2025-2030
Table 22 - Forecast Sales of Baked Goods by Category: Value 2025-2030
Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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[Breakfast Cereals in Pakistan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Busier lifestyles and health and wellness trends facilitate shift to more convenient breakfast options

INDUSTRY PERFORMANCE

Urbanisation and health trends drive growth
Children’s breakfast cereals represents key manufacturer focus

WHAT'S NEXT?

Westernisation to boost growth
Health-focused cereals will attract consumer interest
Eco-friendly packaging will drive differentiation

COMPETITIVE LANDSCAPE

Fauji remains dominant player
PepsiCo benefits from healthy perception of oat-based offerings

CHANNELS

Small local grocers lose share as modern retail gains ground
E-commerce is most dynamic channel

CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 26 - Sales of Breakfast Cereals by Category: Value 2020-2025
Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025
Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025
Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025
Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025
Table 31 - Distribution of Breakfast Cereals by Format: % Value 2020-2025
Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030
Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030
Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030
Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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Processed Fruit and Vegetables in Pakistan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and quality concerns drive growth

INDUSTRY PERFORMANCE

Rising demand for convenience fuels sales

Shelf stable beans sees fastest growth

WHAT'S NEXT?

Health concerns will facilitate shift towards packaged produce

Players to harness export potential

Shift towards sustainable packaging

COMPETITIVE LANDSCAPE

Quick Food Industries leverages vertical integration to drive sales

Fragmented market beyond leading players

CHANNELS

Small local grocers remains dominant channel

E-commerce remains underdeveloped, despite rapid growth

CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025
Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025
Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025
Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025
Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025
Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025
Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025
Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025
Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030
Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030
Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030
Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Processed Meat, Seafood and Alternatives To Meat in Pakistan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heading

INDUSTRY PERFORMANCE

Convenience drives expansion of processed meat, seafood, and alternatives
Frozen processed seafood leads growth

WHAT'S NEXT?

Growth of private label to fuel expansion
Rising focus on health and hygiene will facilitate shift towards packaged offerings
Cold chain advancements will unlock new growth opportunities

COMPETITIVE LANDSCAPE

K&N's Foods continues to lead sales
Sabirs' Group expands reach through affordable, hygienic ready-to-cook solutions

CHANNELS

Small local grocers remain important despite growth of modern retail
E-commerce continues to gain ground

CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025
Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025
Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025
Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025
Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025
Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025
Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025
Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025
Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025
Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025
Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025
Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025
Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030
Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

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[Rice, Pasta and Noodles in Pakistan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation facilitates shift towards convenient, high-quality packaged offerings

INDUSTRY PERFORMANCE

Rising urban lifestyles boost demand for packaged rice, pasta, and noodles
Rice shows particularly strong performance, thanks to its essential role in local cuisine

WHAT'S NEXT?

Q-commerce to drive growth in rice, pasta, and noodles
Health-focused offerings will gain prominence in noodles and pasta
Regional flavours will drive differentiation and enhance customer engagement

COMPETITIVE LANDSCAPE

Engro continues to dominate sales

Matco deepens its reach

CHANNELS

Small local grocers is most important channel

E-commerce expands but reach remains limited outside urban centres

CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025

Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025

Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025

Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025

Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025

Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025

Table 69 - NBO Company Shares of Rice: % Value 2021-2025

Table 70 - LBN Brand Shares of Rice: % Value 2022-2025

Table 71 - NBO Company Shares of Pasta: % Value 2021-2025

Table 72 - LBN Brand Shares of Pasta: % Value 2022-2025

Table 73 - NBO Company Shares of Noodles: % Value 2021-2025

Table 74 - LBN Brand Shares of Noodles: % Value 2022-2025

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025

Table 76 - Distribution of Rice by Format: % Value 2020-2025

Table 77 - Distribution of Pasta by Format: % Value 2020-2025

Table 78 - Distribution of Noodles by Format: % Value 2020-2025

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-pakistan/report.