



Euromonitor
International

Ice Cream in Pakistan

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Ice Cream Grows as Innovation and Rising Urban Consumption Offset Inflation

Impulse Ice Cream Leads While Premiumisation Fuel Revenue Growth

Omore Leverages Eid and Quick Commerce for Digital Conversion Gains

Chart 2 - Omore uses Pandamart Eid Campaign to Drive Data-led, Occasion-based Sales

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable and Premium Launches Will Push Brands to Rethink Pricing

Impulse Products to Sustain Lead through Affordability and Accessibility

Digital Integration and Lifestyle Changes to Open New Consumption Occasions

Chart 6 - Analyst Insight for Ice Cream

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum Extends Lead as Engro Foods Target Affordability and Convenience

Hico Expands Omnichannel Presence to Capture Urban Premium Demand

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Small Local Grocers Lead as Supermarkets and Hypermarkets Maintain Popularity

Quick Commerce and E-Commerce Accelerate Premium Ice Cream Growth

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Omore and Foodpanda Drive Digital Impulse Sales with Data-Led Eid Campaign

Walls Taps Premiumisation Trend to Boost At-Home Indulgence and Value Growth

Chart 12 - Premiumising In-Home Indulgence with the Wall's Selection Range

ECONOMIC CONTEXT

Chart 13 - Economic Context for Ice Cream

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Ice Cream

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Strong Value Growth and Ticky Pack Dominance Define Pakistani Snacks

Chart 21 - Cocomo Spans Small Packs to Family Zip-Lock Pouches, Maximising Affordability

Savoury Snacks Lead as Health and Wellness Emerges as a Growth Opportunity

Insight-Driven Marketing Emerges as a Transformative Trend Reshaping Pakistan's Snacks

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Strong Value Growth and a Dual Market Structure Will Define Snacks Outlook

Health-Conscious Youth to Drive Demand for Functional, Affordable Innovations

Chart 24 - Analyst Insight for Snacks

Quick Commerce Will Redefine Snacking as a Reactive Occasion in Major Cities

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Ismail Industries Sustain Lead through Affordability and Reach

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

Small Local Grocers Anchor Impulse Snacking through Wide Reach

Retail E-Commerce Accelerates Traction as Urban Shoppers Seek Convenience

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Cocomo Spans Small Packs to Family Zip-Lock Pouches, Maximizing Affordability

Bisconni Leverages Digital-First Campaigns to Target Youth Snack Occasions

Chart 30 - Bisconni Leverages Digital-First Campaigns to Target Youth Snack Occasions

ECONOMIC CONTEXT

Chart 31 - Economic Context for Snacks

Chart 32 - Real Gdp Growth 2021-2031

Chart 33 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 34 - Consumer Context for Snacks

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/ice-cream-in-pakistan/report.