



Euromonitor  
International

# Baked Goods in Pakistan

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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

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## EXECUTIVE SUMMARY

Expansion of modern retail fuels staple food sales

## KEY DATA FINDINGS

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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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