



Processed Fruit and Vegetables in Pakistan

November 2025

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Processed Fruit and Vegetables in Pakistan - Category analysis

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

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Small local grocers remains dominant channel

E-commerce remains underdeveloped, despite rapid growth

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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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