



Euromonitor
International

Edible Oils in Pakistan

November 2025

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Edible Oils in Pakistan - Category analysis

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2025 DEVELOPMENTS

Growing health awareness, urbanisation and economic stabilisation fuel growth

INDUSTRY PERFORMANCE

Robust growth for edible oils, despite enduring price sensitivity

Sunflower oil gains traction on back of growing health awareness

WHAT'S NEXT?

Private labels and value-priced oils to gain traction amid continuing economic pressures

Urban consumers seek healthier edible oils within accessible price ranges

Sustainable practices will slowly gain ground

COMPETITIVE LANDSCAPE

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Shujabad Agro Industries emerges as most dynamic player

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E-commerce continues to gain traction from low base

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KEY DATA FINDINGS

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Economic stabilisation and urbanisation fuel strong growth in cooking ingredients and meals

Consumer experimentation and portfolio diversification drive industry growth

Health and sustainability concerns shape industry innovation

WHAT'S NEXT?

Urbanisation and lifestyle shifts will contribute to rapid growth

Health and wellness will drive innovation

Digital channels to unlock new growth opportunities

COMPETITIVE LANDSCAPE

Dalda Foods maintains its market leadership through heritage, trust, and reach

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