



Euromonitor
International

Sweet Spreads in Pakistan

November 2025

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Sweet Spreads in Pakistan - Category analysis

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2025 DEVELOPMENTS

Urbanisation and busy lifestyles encourage demand for convenient Westernised breakfast options

INDUSTRY PERFORMANCE

Growing westernisation of breakfast habits

Nut and-seed based spreads gain traction amongst health-conscious consumers

WHAT'S NEW?

Expanding opportunities in underserved urban centres

Health and wellness trends to drive growth in nut and seed based spreads

Premiumisation and flavour innovation will redefine the market

COMPETITIVE LANDSCAPE

National Foods leads fragmented market

Langnese Honig capitalises on growing demand for premium honey

CHANNELS

Small local grocers lose share amid rise of modern channels

E-commerce continues to rise

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Cooking Ingredients and Meals in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Economic stabilisation, urbanisation and busy lifestyles boost growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Shujabad Agro Industries emerges as most dynamic player

Market remains highly fragmented

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Small local grocers dominate sales

Retail channels are evolving rapidly

E-commerce emerges as most dynamic channel

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