



Euromonitor  
International

# Cooking Ingredients and Meals in Pakistan

November 2025

Table of Contents

## Cooking Ingredients and Meals in Pakistan

### 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

### CHANNELS

Small local grocers dominate sales

Retail channels are evolving rapidly

E-commerce emerges as most dynamic channel

### MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

### COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Edible Oils in Pakistan

### KEY DATA FINDINGS

### 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

Dalda Foods maintains its dominance

Shujabad Agro Industries emerges as most dynamic player

#### CHANNELS

Small local grocers slowly lose share

E-commerce continues to gain traction from low base

#### CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2020-2025

Table 14 - Sales of Edible Oils by Category: Value 2020-2025

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 16 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 18 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 19 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 21 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

[Meals and Soups in Pakistan](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Sales limited by strong preference for home cooking but affluent urbanites drive growth in premium niches

#### INDUSTRY PERFORMANCE

Meals and soups market remains underdeveloped as consumers favour fresh, home-cooked food

Dry soup leads growth

#### WHAT'S NEXT?

Meals and soups will remain a very niche market

Health-focused innovations will grow in prominence

Technological innovations will enhance convenience

#### COMPETITIVE LANDSCAPE

Unilever's Knorr is only significant player

#### CHANNELS

Leading channel

E-commerce shows fastest growth from low base

#### CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2020-2025

Table 25 - Sales of Meals and Soups by Category: Value 2020-2025

Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2020-2025

Table 27 - Sales of Meals and Soups by Category: % Value Growth 2020-2025

Table 28 - NBO Company Shares of Meals and Soups: % Value 2021-2025

Table 29 - LBN Brand Shares of Meals and Soups: % Value 2022-2025

Table 30 - Distribution of Meals and Soups by Format: % Value 2020-2025

Table 31 - Forecast Sales of Meals and Soups by Category: Volume 2025-2030

Table 32 - Forecast Sales of Meals and Soups by Category: Value 2025-2030

Table 33 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2025-2030

Table 34 - Forecast Sales of Meals and Soups by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Sauces, Dips and Condiments in Pakistan

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Urbanites increasingly experiment with international flavours

#### INDUSTRY PERFORMANCE

Urbanisation drives diversification in sauces, dips and condiments

Soy sauce benefits from growing interest in international cuisine

#### WHAT'S NEXT?

Domestic market still offers much potential

Products with a health-oriented positioning will begin to emerge

Sustainable practices will gain traction

#### COMPETITIVE LANDSCAPE

National Foods lead sales

Shan Foods expands through innovation

#### CHANNELS

Small local grocers remains largest channel for sauces, dips and condiments

E-commerce sales remain relatively low, despite strong growth

#### CATEGORY DATA

Table 35 - Sales of Sauces, Dips and Condiments by Category: Volume 2020-2025

Table 36 - Sales of Sauces, Dips and Condiments by Category: Value 2020-2025

Table 37 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2020-2025

Table 38 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2020-2025

Table 39 - Sales of Liquid Recipe Sauces by Type: % Value 2020-2025

Table 40 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2021-2025

Table 41 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2022-2025

Table 42 - Distribution of Sauces, Dips and Condiments by Format: % Value 2020-2025

Table 43 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2025-2030

Table 44 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2025-2030

Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2025-2030

Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Sweet Spreads in Pakistan

## KEY DATA FINDINGS

## 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

## CATEGORY DATA

Table 47 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 48 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 49 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 50 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 52 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 53 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 54 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 55 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 56 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 57 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

## 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/cooking-ingredients-and-meals-in-pakistan/report](http://www.euromonitor.com/cooking-ingredients-and-meals-in-pakistan/report).