



Euromonitor
International

Processed Meat, Seafood and Alternatives To Meat in Pakistan

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heading

INDUSTRY PERFORMANCE

Convenience drives expansion of processed meat, seafood, and alternatives

Frozen processed seafood leads growth

WHAT'S NEXT?

Growth of private label to fuel expansion

Rising focus on health and hygiene will facilitate shift towards packaged offerings

Cold chain advancements will unlock new growth opportunities

COMPETITIVE LANDSCAPE

K&N's Foods continues to lead sales

Sabirs' Group expands reach through affordable, hygienic ready-to-cook solutions

CHANNELS

Small local grocers remain important despite growth of modern retail

E-commerce continues to gain ground

CATEGORY DATA

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[Staple Foods in Pakistan - Industry Overview](#)

EXECUTIVE SUMMARY

Expansion of modern retail fuels staple food sales

KEY DATA FINDINGS

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

COMPETITIVE LANDSCAPE

Engro leads fragmented landscape

Matco gains share at expense of smaller competitors

CHANNELS

Small local grocers face growing competition from modern trade

E-commerce shows rapid expansion

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-pakistan/report.