



**Euromonitor  
International**

# Meals and Soups in Pakistan

November 2025

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## Meals and Soups in Pakistan - Category analysis

### 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

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/meals-and-soups-in-pakistan/report](http://www.euromonitor.com/meals-and-soups-in-pakistan/report).