



**Euromonitor
International**

Sauces, Dips and Condiments in Pakistan

November 2025

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Sauces, Dips and Condiments in Pakistan - Category analysis

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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

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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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