



Euromonitor
International

Other Dairy in Pakistan

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

INDUSTRY PERFORMANCE

Affordability Pressures Reshape Consumer Purchasing Habits

Daily Tea Consumption Supports Tea Whiteners, While Cream Benefits From Indulgence Occasions

Chart 1 - Nestle Drives Affordability in Tea Whitening

Affordability-Focused Competition Limits Premium Development

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Tea Whiteners to Continue Driving Growth through Entrenched Tea Consumption

Local Supply Chains Set to Become Increasingly Important to Long-Term Resilience

Brands Expected to Create New Engagement Opportunities as Competition Intensifies

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Everyday and Tarang Strengthen Leadership as Concentration Increases

Low Differentiation Limits Opportunities for Smaller Manufacturers

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Traditional Kiryana Stores Retain Leadership as Modern Retail Expands

Krave Mart and Daraz Leverage Bundled Offers as E-Commerce Penetration Remains Limited

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Other Dairy

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Other Dairy

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

Chart 15 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Dairy Products and Alternatives in Pakistan - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Dairy Remains Resilient Despite Affordability Pressures

Everyday Wellness Strengthens Demand for Trusted Nutrition

Chart 17 - Nestlé Targets Nutrient Deficiencies

Local Investment Strengthens Supply Chain Resilience

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Wellness Innovation Expected to Drive Future Demand in Dairy and Alternatives

Quick-Commerce Platforms Set to Transform Dairy Distribution

Chart 20 - Analyst Insight for Dairy Products and Alternatives

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé and Frieslandcampina Engro Strengthen Their Lead

Trusted Brands Maintain a Stable Competitive Hierarchy

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Kiryana Stores Remain the Cornerstone of Dairy Retailing

E-Commerce Creates New Growth Opportunities in Urban Areas

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Convenience and Sustainability Shape the Innovation Agenda

New Formats and Functional Lines Broaden the Offering

Innovation Builds Resilience and Sharper Brand Differentiation

ECONOMIC CONTEXT

Chart 26 - Economic Context for Dairy Products and Alternatives

Chart 27 - Real Gdp Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Dairy Products and Alternatives

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

Chart 32 - Consumer Expenditure 2021-2031

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/other-dairy-in-pakistan/report.