



Yoghurt and Sour Milk Products in Pakistan

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

Prema Attracts Price-Sensitive Shoppers by Undercutting Premium Brands

Chart 1 - Prema Focuses on Value Yoghurt

Anhaar Leverages Supply Chain Control to Capture Wellness-Focused Consumers

Loose Dahi Remains Deeply Embedded in Consumption Habits

Chart 2 - Value Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Brands Set to Expand Affordability and Accessibility to Accelerate Packaged Yoghurt Adoption

Convenience and Functional Benefits Expected to Create New Consumption Occasions

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Pakistan Maintains Leadership through Scale and Distribution Strength

Brand Loyalty and Innovation Support Share Stability

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Small Local Grocers Remain the Backbone of Dairy Retailing

Digital Retail Supports Growth in Premium and Shelf-Stable Products

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Yoghurt and Sour Milk Products

Chart 10 - Real Gdp Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Yoghurt and Sour Milk Products

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/yoghurt-and-sour-milk-products-in-pakistan/report.