

# Drinking Milk Products in Pakistan

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Urbanisation leads shift towards packaged milk
- Nestlé’s MilkPak is surpassed by Olper’s in drinking milk products
- Milk prices pushed up by inflation

PROSPECTS AND OPPORTUNITIES

- Strong volume growth expected even as prices rise
- Cow’s milk to remain preferred choice
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Dairy Products and Alternatives in Pakistan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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