

Sweet Biscuits, Snack Bars and Fruit Snacks in Pakistan

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plain biscuits remain firm favourite at tea time
English Biscuits Manufacturers (Pvt) retains leading position
Fruit snacks and snack bars still garner little attention

PROSPECTS AND OPPORTUNITIES

Shift towards healthy eating promotes sales of protein/energy bars
Digital culture to support e-commerce sales
Consumers demand on-the-go impulse snacks

CATEGORY DATA

Table 1 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 2 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 3 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
Table 4 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
Table 6 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
Table 7 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023
Table 8 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023
Table 9 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023
Table 10 - Distribution of Sweet Biscuits by Format: % Value 2018-2023
Table 11 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
Table 12 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
Table 13 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
Table 14 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

Snacks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 15 - Sales of Snacks by Category: Volume 2018-2023
Table 16 - Sales of Snacks by Category: Value 2018-2023
Table 17 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 18 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Snacks: % Value 2019-2023
Table 20 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 21 - Distribution of Snacks by Format: % Value 2018-2023
Table 22 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 23 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 25 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-pakistan/report.