

# **Edible Oils in Pakistan**

November 2023

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#### Edible Oils in Pakistan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shift towards premium oils Higher import costs drive prices up in 2023 Dalda maintains its lead thanks to its diverse portfolio and consumer trust

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Rising health consciousness and urbanisation drive demand for healthier and more convenient options Surge in product diversification Small local grocers set to maintain their lead

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