Grocery Retailers in Pakistan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Devastating floods and economic crises have been impacting retailers with both food supply chain and pricing challenges
Digitisation of Pakistan’s small grocers: opportunities for FMCG brands
Carrefour opens its 10th hypermarket in the country

PROSPECTS AND OPPORTUNITIES
In a complex economic environment, there is ample opportunity for private label
Untapped potential: international grocery retailers can benefit from Pakistan’s food export
Players explore their e-commerce options over the forecast period

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Retail in Pakistan - Industry Overview

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Informal retail
What next for retail?

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