

Butter and Spreads in Pakistan

September 2022

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Butter and Spreads in Pakistan - Category analysis

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2022 DEVELOPMENTS

The majority of consumers living in rural areas prefer unpackaged butter and ghee

Upfield's Blue band remains the dominant leader in margarine

Butter sales dominated by two local brands: NurPur and Adam's Butter

PROSPECTS AND OPPORTUNITIES

Margarine set to become more popular, largely at the expense of packaged butter

The ongoing home baking trend set to continue pushing butter and margarine sales

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