

# Drinking Milk Products in Pakistan

September 2022

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## Drinking Milk Products in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Powder milk remains relatively popular in some parts of the country  
Companies introducing flavoured milk drinks to capture rising demand  
Nestlé struggling to maintain its value share, especially in urban areas

#### PROSPECTS AND OPPORTUNITIES

Rapid urbanisation and rising awareness of packaged options to widen consumer base  
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