



Ice Cream and Frozen Desserts in Pakistan

June 2021

Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of ice cream improve as COVID-19 restrictions ease
Storage and transportation issues remain a challenge for ice cream
Unilever and Engro Foods benefit from greater financial strength

PROSPECTS AND OPPORTUNITIES

Strong distribution key to growth
Digital marketing set to take on greater relevance
Distribution landscape set to shift as consumers begin to move towards modern retailing

CATEGORY DATA

Table 1 - Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021
Table 2 - Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021
Table 3 - Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021
Table 4 - Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021
Table 5 - NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021
Table 6 - LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021
Table 7 - NBO Company Shares of Ice Cream: % Value 2017-2021
Table 8 - LBN Brand Shares of Ice Cream: % Value 2018-2021
Table 9 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021
Table 10 - Distribution of Ice Cream by Format: % Value 2016-2021
Table 11 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026
Table 12 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026
Table 13 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026
Table 14 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

Snacks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2021: The big picture
Key trends in 2021
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 15 - Sales of Snacks by Category: Volume 2016-2021
Table 16 - Sales of Snacks by Category: Value 2016-2021
Table 17 - Sales of Snacks by Category: % Volume Growth 2016-2021
Table 18 - Sales of Snacks by Category: % Value Growth 2016-2021
Table 19 - NBO Company Shares of Snacks: % Value 2017-2021
Table 20 - LBN Brand Shares of Snacks: % Value 2018-2021
Table 21 - Distribution of Snacks by Format: % Value 2016-2021
Table 22 - Forecast Sales of Snacks by Category: Volume 2021-2026
Table 23 - Forecast Sales of Snacks by Category: Value 2021-2026
Table 24 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026
Table 25 - Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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/ice-cream-and-frozen-desserts-in-pakistan/report.