

Other Dairy in Pakistan

September 2022

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Other Dairy in Pakistan - Category analysis

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2022 DEVELOPMENTS

Coffee whiteners the dominant category due to strong demand in southern Pakistan

Condensed milk consumption remains low, limited to the preparation of desserts

Nestlé's leading cream brand MilkPak withstands rising competition to remain on top

PROSPECTS AND OPPORTUNITIES

Innovation to come to the fore as brands look to build sales and add value

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