



**Euromonitor
International**

Breakfast Cereals in Pakistan

November 2025

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Breakfast Cereals in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Busier lifestyles and health and wellness trends facilitate shift to more convenient breakfast options

INDUSTRY PERFORMANCE

Urbanisation and health trends drive growth

Children's breakfast cereals represents key manufacturer focus

WHAT'S NEXT?

Westernisation to boost growth

Health-focused cereals will attract consumer interest

Eco-friendly packaging will drive differentiation

COMPETITIVE LANDSCAPE

Fauji remains dominant player

PepsiCo benefits from healthy perception of oat-based offerings

CHANNELS

Small local grocers lose share as modern retail gains ground

E-commerce is most dynamic channel

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Staple Foods in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Expansion of modern retail fuels staple food sales

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INDUSTRY PERFORMANCE

Convenience and urbanisation drive robust growth

Consumers shift from unpackaged to packaged formats mid rising focus on food safety and quality

Affordability remains key as local production expands

WHAT'S NEXT?

Changing lifestyles and retail formalisation will drive growth

Competition will intensify as players expand their portfolios and invest in geographical expansion

Health and wellness trend will gain traction in urban areas

COMPETITIVE LANDSCAPE

Engro leads fragmented landscape

Matco gains share at expense of smaller competitors

CHANNELS

Small local grocers face growing competition from modern trade

E-commerce shows rapid expansion

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