



**Euromonitor
International**

Meals and Soups in Pakistan

November 2025

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Meals and Soups in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales limited by strong preference for home cooking but affluent urbanites drive growth in premium niches

INDUSTRY PERFORMANCE

Meals and soups market remains underdeveloped as consumers favour fresh, home-cooked food

Dry soup leads growth

WHAT'S NEXT?

Meals and soups will remain a very niche market

Health-focused innovations will grow in prominence

Technological innovations will enhance convenience

COMPETITIVE LANDSCAPE

Unilever's Knorr is only significant player

CHANNELS

Leading channel

E-commerce shows fastest growth from low base

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Cooking Ingredients and Meals in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Economic stabilisation, urbanisation and busy lifestyles boost growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic stabilisation and urbanisation fuel strong growth in cooking ingredients and meals

Consumer experimentation and portfolio diversification drive industry growth

Health and sustainability concerns shape industry innovation

WHAT'S NEXT?

Urbanisation and lifestyle shifts will contribute to rapid growth

Health and wellness will drive innovation

Digital channels to unlock new growth opportunities

COMPETITIVE LANDSCAPE

Dalda Foods maintains its market leadership through heritage, trust, and reach

Shujabad Agro Industries emerges as most dynamic player

Market remains highly fragmented

CHANNELS

Small local grocers dominate sales

Retail channels are evolving rapidly

E-commerce emerges as most dynamic channel

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