

Drinking Milk Products in Pakistan

September 2023

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Drinking Milk Products in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation leads shift towards packaged milk
Nestlé's MilkPak is surpassed by Olper's in drinking milk products
Milk prices pushed up by inflation

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Strong volume growth expected even as prices rise
Cow's milk to remain preferred choice
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