

# Meals and Soups in Pakistan

November 2023

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# Meals and Soups in Pakistan - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shift towards convenience due to the increasing pace of life in urban areas

Knorr leads dry soup as it is the go-to choice

Ready meals remain negligible in 2023

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Availability of affordable street food impacts category development

Potential of soup and frozen/chilled pizzas

Health and wellness trend to drive demand for healthier options

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