

Food & Allied

Poultry
Cooking Oil
Packaged Food
Bibliography

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Poultry & Eggs



Poultry Industry



- Turnover of PKR ~750 billion in FY17.
- Contribution of 1.4% in GDP during FY17.
- Employment to over 1.5mln people.
- Growth rate of ~10% per annum.
- Consumes over 7mln metric tons of agro residues.
- Over 25,000 poultry farms.
- Poultry meat contributes 31% of the total meat production in the country

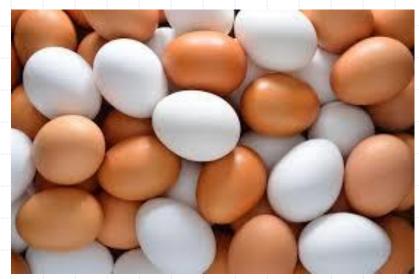
Туре	Units	2014-15	2015-16	2016-17
Poultry Meet	"000" Tonnes	1,074	1,170	1,276

Туре	Units	2014-15	2015-16	2016-17
Poultry Birds	Million Nos.	932	1,016	1,108
Day Old Chicks	Million Nos.	862	945	1,037



Eggs Production

Туре	Units	2014-15	2015-16	2016-17
Eggs	Million Nos.	15,346	16,188	17,083



- Eggs showed a growth of ~5.5% in 2016-17.
- Layer showed estimated growth of 7%.



Cooking Oil



Cooking Oil Industry

- Pakistan is the 4th largest market for cooking oil Consumption
- Pakistan is the 3rd largest global importer of cooking oil
- 2nd largest import after petroleum
- FY17: Import of 2.6 million tons of cooking oil (cost \$1.3 billion)
- Fulfils 75% of domestic demand
- Remaining 25% met by local extraction and refining from seeds & crude cooking oil (122 local extraction & manufactures units)
- FY17: Oil seed Import of 2.2 million tons
- Major imports are from Indonesia & Malaysia in form of Crude & Refined cooking oil
- Quality of cooking oil depends on
 - Presence of fatty acids
 - Melting point
 - Better nutritional value

PACRA

Solvent Extraction Plants

- In Pakistan there are 95 solvent extraction plants 30 are in working state
 - Hyderabad (2)
 - Faisalabad (2)
 - Bhawalpur (8)
 - Multan (37)
 - Lahore (10)
 - Karachi (24)
 - Jamshoro (3)
 - Rawalpindi (2)
 - Islamabad (2)
 - Rajan Pur (2)
 - Jhang, Sukkar, Burewala & Muzafargarh (1 each)



Packaged Food



Confectionery Industry

Pakistan's total Confectionary industry is of PKR ~40bln i.e ~0.1% of total GDP

Confectionary industry mainly includes

- Chocolates
- Bubbles
- Candies & Lollypop
- Jellies
- Cakes

Major Players of confectionary industry are

- Mondelez International Cadburry
- Ismail Industries Candyland
- Hilal Confectionaries Hilal
- Volka Foods Gigly
- Asian Foods Mayfair

Market shares

- Candyland is the market leader with 27% market share
- Hilal is second most famous brand with market share almost equivalent to Candyland











Biscuits



- Pakistan's total Biscuit industry is of PKR ~66bln
 i.e ~0.5% of total GDP
- Biscuit Industry includes Biscuits, Cookies and waffers
- Pakistan's major industry players which EBM, LU, Bisconni, Cookania, Kolson, Whistles, Mayfair and others.
- English Biscuit Manufactures through its brand Peak Freans is the market leader of the industry.
- Sooper is the most selling biscuit brand of Pakistan with over 12bln sales.











Snacks

FritoLay®

- Pakistan's total Snack industry is of PKR
 ~36bln
- Pakistan's Snack Industry is dominated by international brand – Fritolay by Pepsi Cola Inc.
- Famous Snacks of Pakistan include Potato
 Sticks & Slanty by Kolson. Lays and Wavy
 by Fritolay, Kurleez by Snackcity, Oye Hoye
 by United Snacks









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