

**PAKISTAN
PROCESSED FOOD
INDUSTRY**



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information

exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.





PRODUCT PROFILE

The food and beverage processing industry is the 2nd largest industry of Pakistan after textiles, accounting for **27%** of the value-added production and **16%** of employment in the manufacturing sector. Food processing accounted for an annual average of **\$223.5m** in FDI from 2012-2018. Retail sales of processed food are expanding 10% per annum with current estimated size of about **\$1.4 billion** (including \$325 million worth of imported products).

The food processing sector of Pakistan has the ability to create spillover effects in multiple other industries such as food packaging, bottling, retail chains (hypermarkets, supermarkets) etc.

BILATERAL TRADE BETWEEN PAKISTAN & WORLD FOR PROCESSED FOOD

Product	HS Code	Value in USD 000
Dates, figs, etc fresh dried	0804	173796
Yeast	'1101	122965
Chilled Potatoes	0701	114157
Gelatin	'1302	39291
Bread and Pastries	'1905	37148
Sauces	2103	31597
Juices	'2009	20707
Honey	'0409	8308
Jams and Jellies	2007	5943
Cream /Kephir	'0403	4156
Almonds	0802	2167

The food processing industry is categorized into either informal/cottage establishments or formal establishments. Most of the food industry in Pakistan is concentrated in Punjab (60%) followed by Sindh (30%), KPK (6%), Baluchistan (2%) and ICT (2%). In total, there are approximately 2500+ food processing units in Pakistan.



SUB SECTORS

PAKISTAN'S FOOD PROCESSING INDUSTRY IS BROADLY CATEGORIZED INTO THE FOLLOWING 4 SUB SECTORS:

1. VALUE-ADDED AND FROZEN FOOD PROCESSING SECTORS, INCLUDING CANNED FOODS

i) Jams, jellies, pickles, sauces, squashes, concentrates, vinegar, seasonings and spices, dry vermicelli, noodles, macaroni and spaghetti, fruit juices, fruit juice drinks, canned fruits, snack foods (potato crisps, salted nuts, products from rice flakes and corn grits, lentil and gram snacks), cereals (corn flakes, rice cereal, porridge, etc.)

ii) Frozen food Frozen vegetables, snacks and meals

iii) Value-added fruit and vegetable and intermediate products.

iv) All value-addition of fresh produce & intermediate products.

2. EDIBLE OILS & FATS MANUFACTURING/PROCESSING UNITS

3. BEVERAGE PRODUCTION UNITS

i) Aerated drinks, juices, bottled water.

4. BAKERY AND CONFECTIONARY MANUFACTURING UNITS

i) Cakes, breads, pastries, biscuits, ethnic confections, other dry bakery products, other confectionery (toffee, candies, bubble gum and chocolate).





SPICES

The value of **exports of commodity group 0910 "Ginger, saffron, turmeric (curcuma), thyme, bay leaves, curry and other spices."** from Pakistan totalled \$ 73 million in 2019. Sales of commodity group 0910 from Pakistan went up by 0.968% compared to 2018. Exports of commodity group 0910 "Ginger, saffron, turmeric (curcuma), thyme, bay leaves, curry and other spices." went up by **\$709 thousand**. Exports of commodity group 0910 "Ginger, saffron, turmeric (curcuma), thyme, bay leaves, curry and other spices. **"amounted to 0.311% of total exports** from Pakistan.

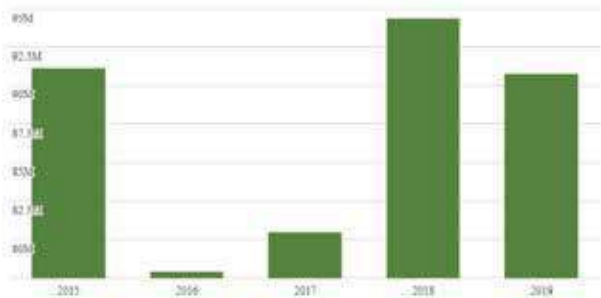
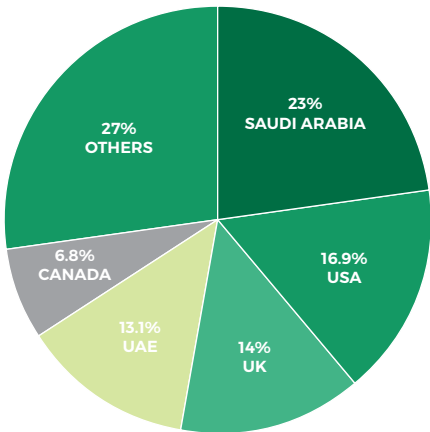


Figure 1 Export of Spices from Pakistan to the World 2015-19 (\$US) Source: UNCOMTRADE

TOP 5 EXPORT DESTINATIONS

Top 5 export destinations of **"Ginger, saffron, turmeric (curcuma), thyme, bay leaves, curry and other spices."** from Pakistan in 2019:



Saudi Arabia with a share of 23% (17 million US\$)



USA with a share of 16.9% (12.5 million US\$)



United Kingdom with a share of 14% (10.3 million US\$)



United Arab Emirates with a share of 13.1% (9.73 million US\$)



Canada with a share of 6.85% (5.06 million US\$)



BEVRAGES

The value of **exports of commodity group 22 "Beverages, spirits & vinegar"** from Pakistan totaled **\$ 322 million in 2019**. Exports of commodity group 22 "Beverages, spirits and vinegar" amounted to **1.35%** of total exports from Pakistan.

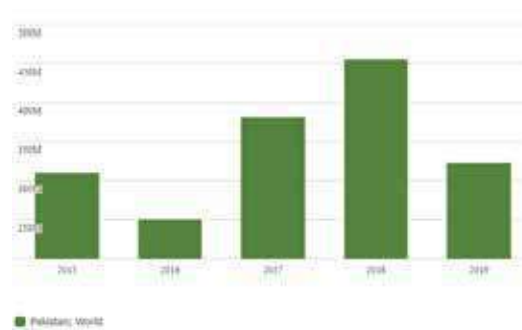
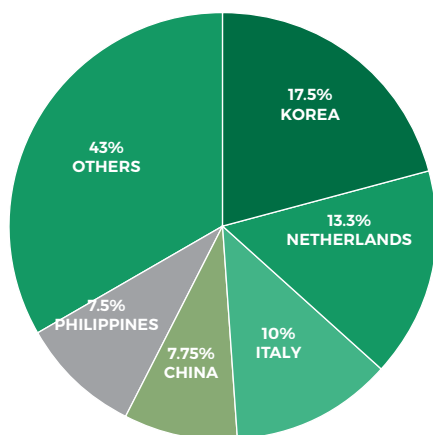


Figure 2EXPORT OF BEVERAGES FROM PAKISTAN 2015-19 (\$US) Source: UNCOMTRADE

TOP 5 EXPORT DESTINATIONS

Top 5 export destinations of **"Beverages, spirits and vinegar"** from Pakistan in 2019:



Korea with a share of 17.5% (56 million US\$)



Netherlands with a share of 13.3% (43 million US\$)



Italy with a share of 10.1% (32 million US\$)



China with a share of 7.75% (25 million US\$)



Philippines with a share of 7.51% (24 million US\$)

LIST OF COMPANIES OF SPICES

National Foods

12/CL-6, Claremont Road,
Civil Lines, Karachi

Mr. Fazl ur Rehman Hajano, Secretary

021-38402022 / 0302-8230023

corporate.secretary@nfoods.com

A.R.Foods (PVT.) Ltd,

B.S.192, Bagh Sardaran,
Rawalpindi

Mr. S.M.Naseem

051-4490471-4 / 03335512000

arf@arfoods.com.pk

Shangrila

5th Floor Ebrahim Alibhai
Tower, M.C.H.S, Block 7/8
Shahrah- e-Faisal, Karachi

Mr. Bilal Ahmad, Manager

021-34375654 / 021-34375656

bilal.ahmad@shangrila.com

Shan Foods Pvt. Ltd

021-35053076-79

info@shanfoods.com

Mehran Spice & Food Industries

Plot # 14 & 15 Sector 24,
Korangi Industrial Area Karachi

021-111-634-726 / 021-5076841-50

marketing@mehrangroup.com

Zaiqa Food Industries

Plot # 20-B/5 Sector-19,
Korangi Industrial, Karachi

Mr. Mohammad Salman, Export Manager

021-35053683 / 0333-0255231

zaiqafoods@hotmail.com

SpiceO Foods

357 Block-B Adamjee Nagar
K.C.H.S Main Ghazi Salahuddin
Road Karachi

021-3453 8820-1

info@spiceo.com

Puro Foods

156 / M-Block Johar Town Lahore

042-35304439 / 0311-1636 111

info@puro.pk

LIST OF COMPANIES OF BEVERAGES

Citropak Ltd

38-A, Main Gulberg Lahore

Mr. Waseem, Export Manager

0300-4009786

export.citropak@gmail.com

Fruiticana

House # 9, Street-3, A Block,
Eden Value Homes, 14 KM
Multan Road Lahore

Sheikh Usama Akhtar, Export Manager

0345-2001061

info@fruiticana.com.pk

Six B Food Industries Pvt Ltd

25 Katarband Road Industrial
Area, Thokar Niaz Baig , 14 KM
Multan Road Lahore

Mian Asghar Ali, Export Manager

0301-8454533

export@six-b.com

Murree Brewery Co. Ltd

3-National Park Road,
Rawalpindi

Muhammad Javed, General Manager

051-5567041-47 / 03008500724

murbr@cyber.net.pk

Shezan International Limited

Mr. Tabish Zaidi, Export Manager

021-36349222-23 / 0347-3546799

shezan@cyber.net.pk

Fauji Foods Limited

42 CCA, Ex Park View, DHA
Phase - VIII, Lahore

Mr. Akhtar Hussain, Export Manager

42 37136315-17 / 0300-4496602*

akhtar.hussain@faujifoods.com

Popular Group of Industries (Maza)

311, Chapal Plaza, Hasrat Mohani
Road, Off I. I. Chundrigar Road,
Karachi

021-111-117-117

info@populargroup.com.pk

Maaher Foods (Country)

212/S, Industrial Area
Kot Lakhpat Lahore

Mr. Kalim Akhtar Baig-Director

042-35117673 / 35155551

maher@brain.net.pk

Source:

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· <https://tribune.com.pk/story/1998840/food-processing-value-addition-missed-opportunity>

· Food and Agricultural Import Regulations and Standards Country Report, PK2019-0023 FAIRS Annual Country Report : February 09,2020

https://apps.fas.usdagov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Islamabad_Pakistan_12-31-2019



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