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 (hypermarts, 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.

Unit: US Dollar thousand

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.

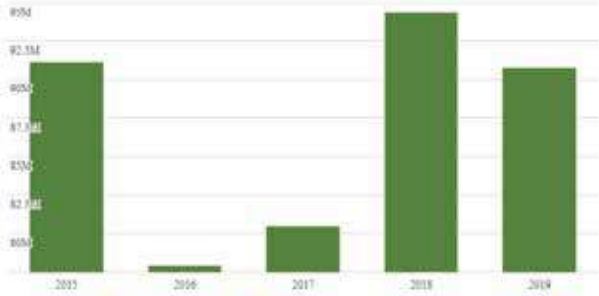
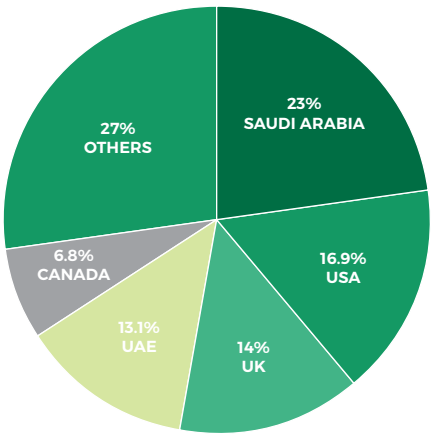


Figure 1Export of Spices from Pakistan to the World 2015-19 ($US) Source: UNCOMTRADE

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.

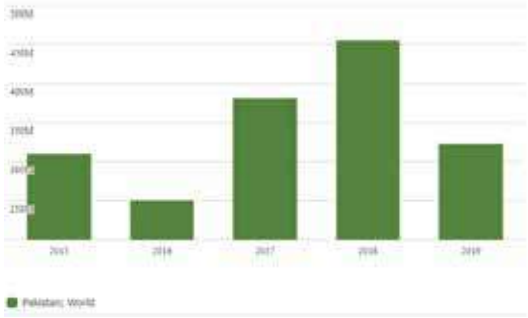
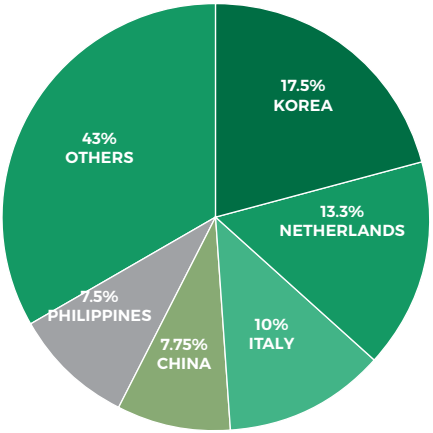


Figure 2EXPORT OF BEVERAGES FROM PAKISTAN 2015-19 ($US) Source:: UNCOMTRADE

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 Foood 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.co

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 Mananger
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.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20Country%20Report_Islamabad_Pakistan_12-31-2019

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