

# Pakistan: Watermelon - Market Report. Analysis And Forecast To 2025





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# B 1. INTRODUCTION

## 1.1 REPORT DESCRIPTION

The report provides an in-depth analysis of the watermelon market in Pakistan. It presents the latest data of the market value, consumption, domestic production, exports and imports, price dynamics and food balance. The report shows the sales data, allowing you to identify the key drivers and restraints. You can find here a strategic analysis of key factors influencing the market. Forecasts illustrate how the market will be transformed in the medium term.

Product coverage:

Watermelon

Data coverage:

- Watermelon market size and value in Pakistan
- Volume and dynamics of watermelon production in Pakistan
- Harvested area and yield
- Volume and dynamics of exports/imports
- Producer prices, import/export prices for watermelon
- Watermelon market trends, drivers and restraints
- Forecast of the market dynamics in the medium term
- Per Capita Consumption of watermelon in Pakistan

Why buy this report?

- Get the full picture of the market
- Identify Key success factors on the watermelon market in Pakistan
- Adjust your marketing strategy

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## 2. EXECUTIVE SUMMARY

### 2.1 KEY FINDINGS

Table 1: Key Findings

Key findings in 2015

Market Volume	thousand tonnes	***
	% to 2014	***
Market Value	million USD	***
	% to 2014	***
Production	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***
Yield	Hg/Ha	***
	% to 2014	***
Area Harvested	thousand Ha	***
	% to 2014	***
Imports	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***
Exports	thousand tonnes	***
	% to 2014	***
	million USD	***
	% to 2014	***

Source: \*\*\*

### 2.2 MARKET TRENDS

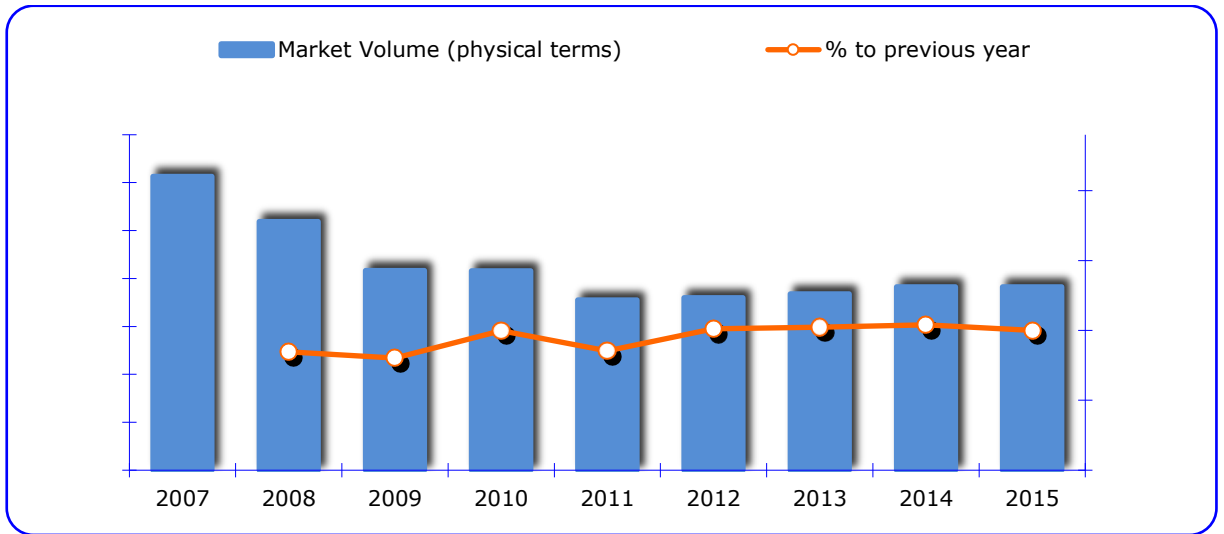
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# 3. MARKET OVERVIEW

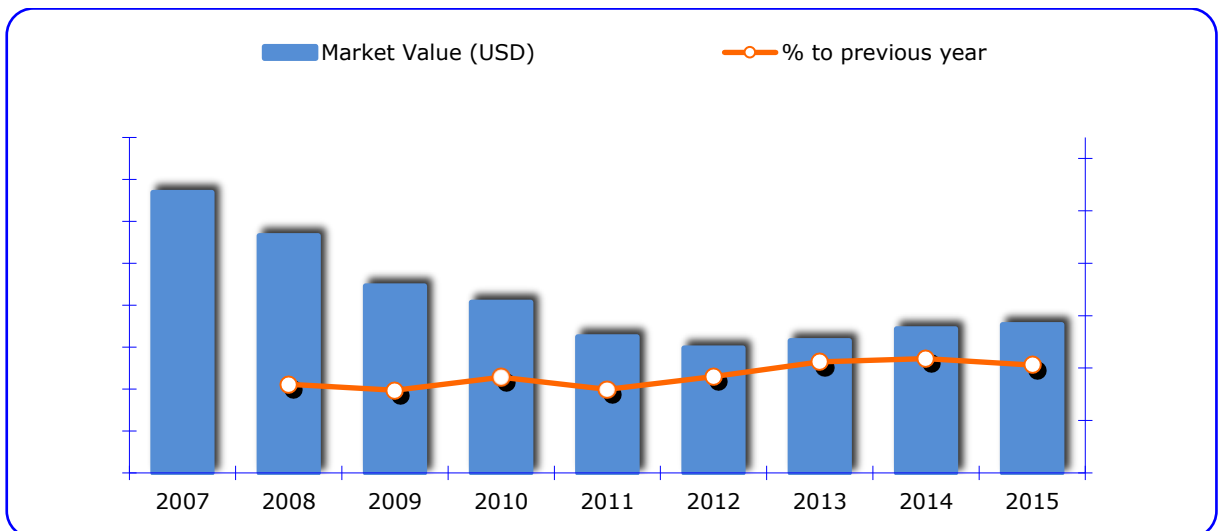
## 3.1 MARKET VOLUME AND VALUE

Figure 1: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes, % to previous year)



Source: \*\*\*

Figure 2: Market Value, 2007-2015  
(million USD, % to previous year)



Source: \*\*\*

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Table 2: Market Volume, in Physical Terms, 2007-2015  
(thousand tonnes)

Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	tonnes	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

Table 3: Market Value, in Value Terms, 2007-2015  
(million USD), in \*\*\* prices

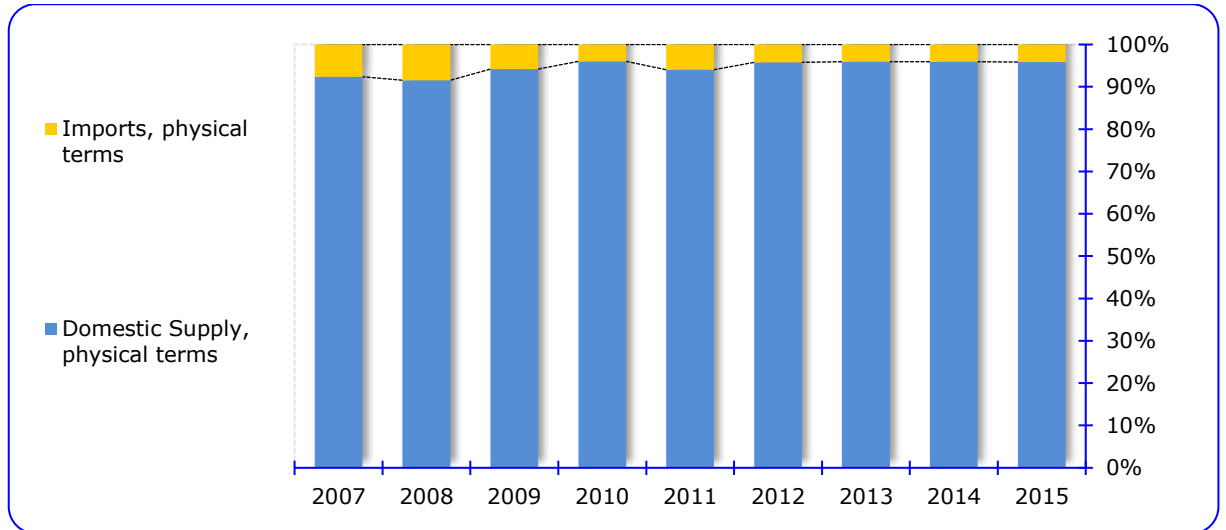
Product	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Domestic production	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Imports	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Exports	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***
Market Volume	USD	***	***	***	***	***	***	***	***	***	***
	% to previous year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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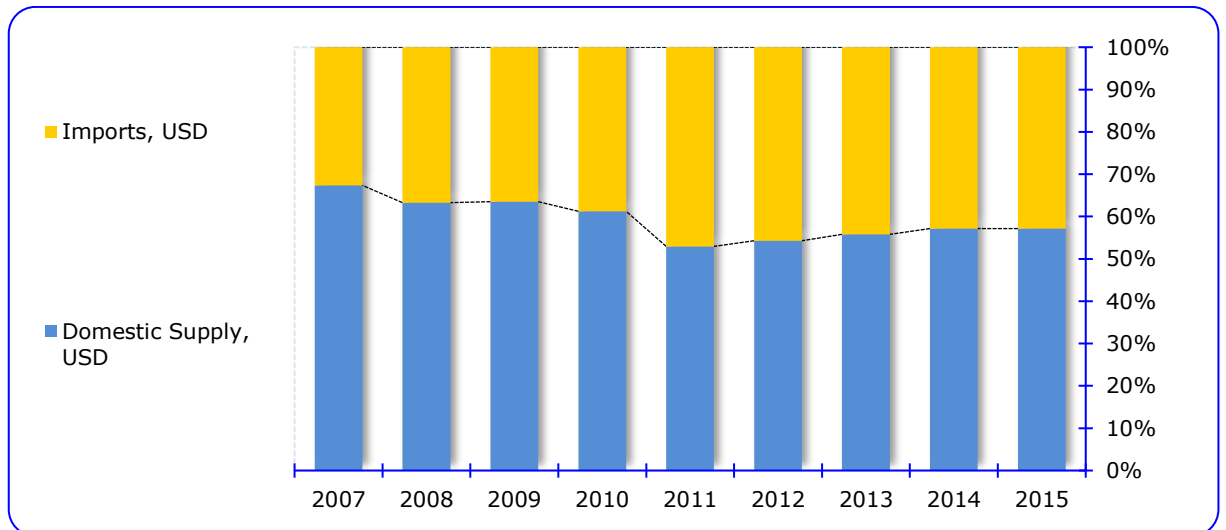
**3.2 MARKET STRUCTURE**

Figure 3: Market Structure – Domestic Supply Vs. Imports, in Physical Terms, 2007-2015 (% base on tonnes)



Source: \*\*\*

Figure 4: Market Structure – Domestic Supply Vs. Imports, in Value Terms, 2007-2015 (% base on USD), in \*\*\* prices



Source: \*\*\*

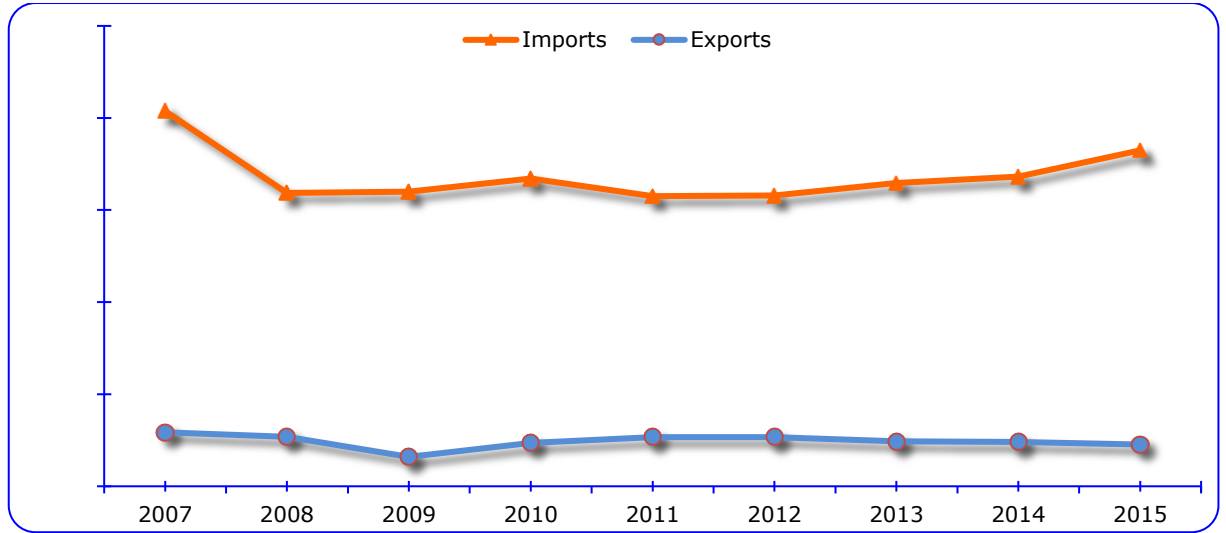


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**3.3 TRADE BALANCE**

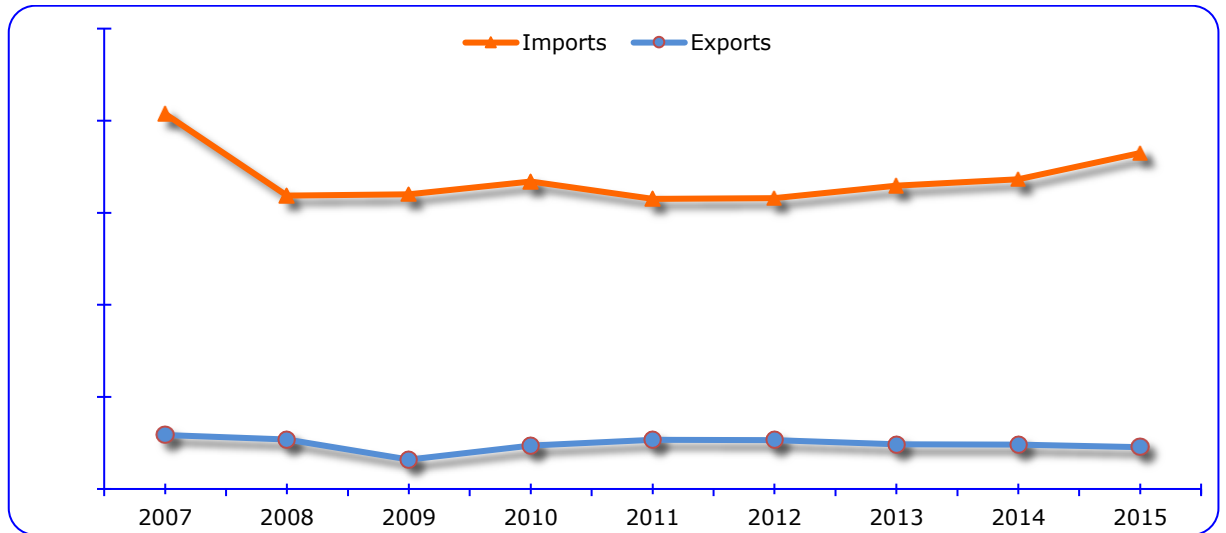
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Figure 5: Trade Balance, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 6: Trade Balance, in Value Terms, 2007-2015  
(million USD), in import/export prices



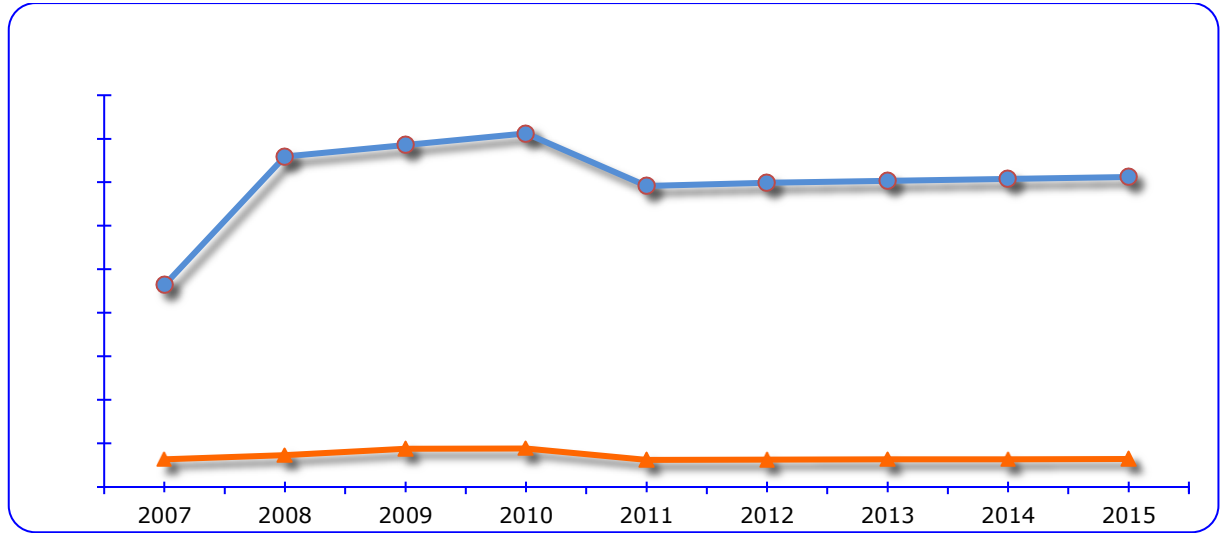
Source: \*\*\*

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**3.4 PER CAPITA CONSUMPTION**

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Figure 7: Per Capita Consumption, 2007-2015  
(tonne/year and USD/year)



Source: \*\*\*

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Table 4: Per Capita Consumption in 2007-2015  
(tonne/year and USD/year)

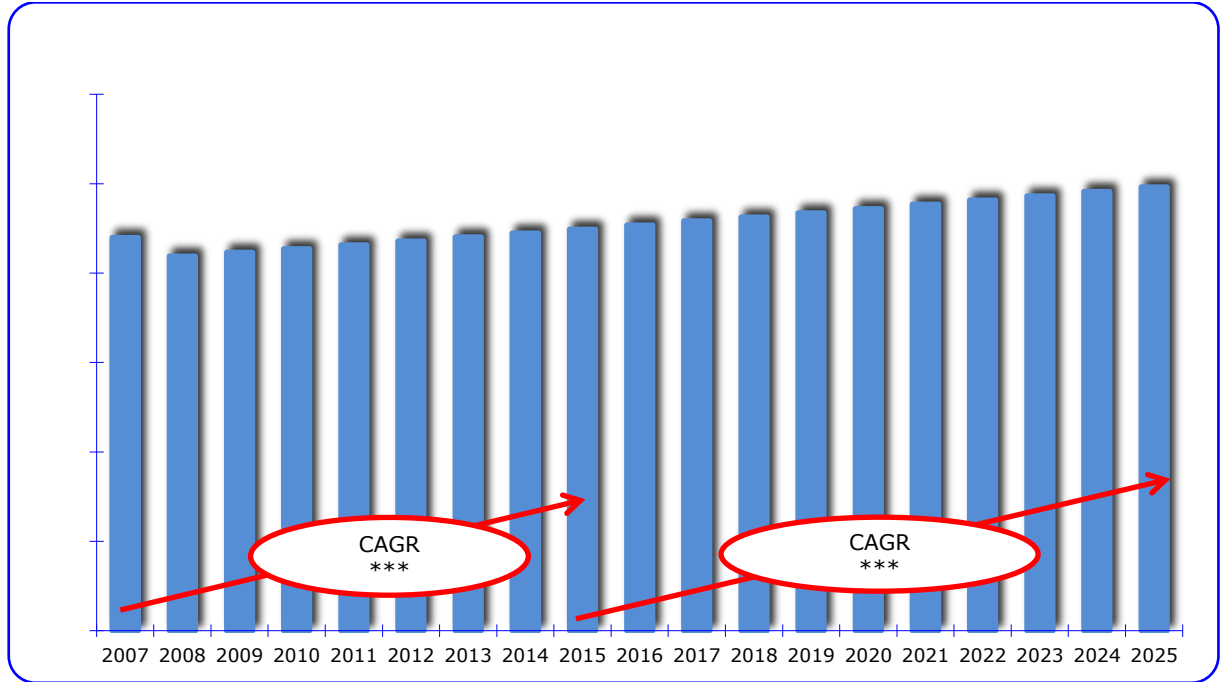
Item	Unit	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Per capita consumption	tonne /year	***	***	***	***	***	***	***	***	***	***
Per capita consumption	USD/ year	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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### 3.5 MARKET FORECAST TO 2025

Figure 8: Market Forecast to 2025



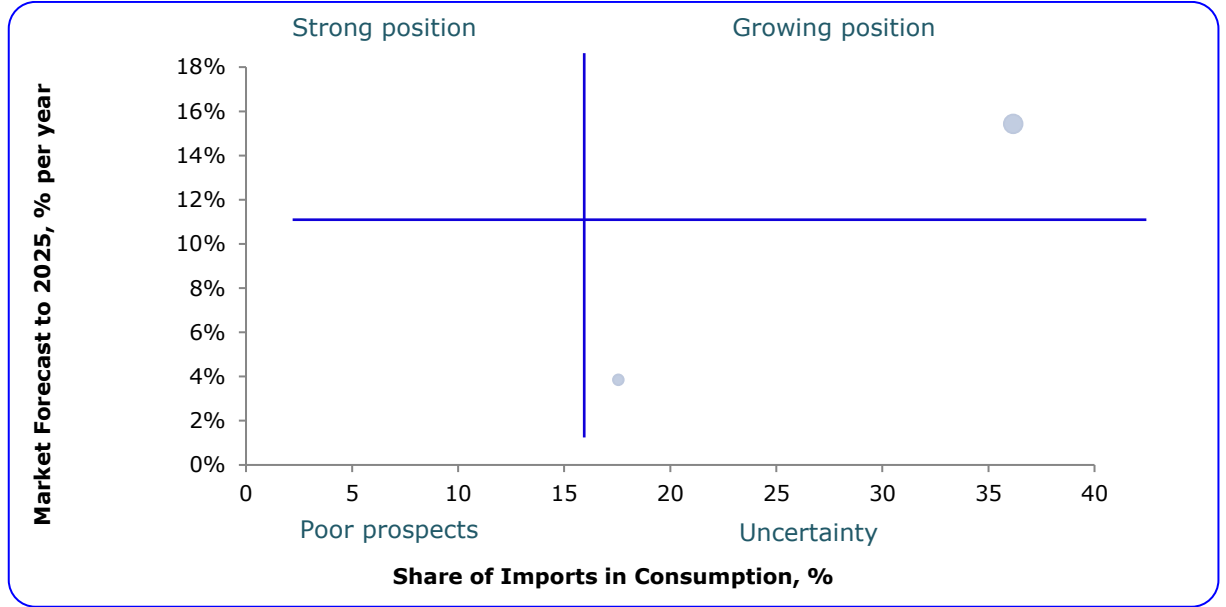
Source: \*\*\*

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### 3.6 MARKET OPPORTUNITIES

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Figure 9: Market Growth Vs. Share of Imports



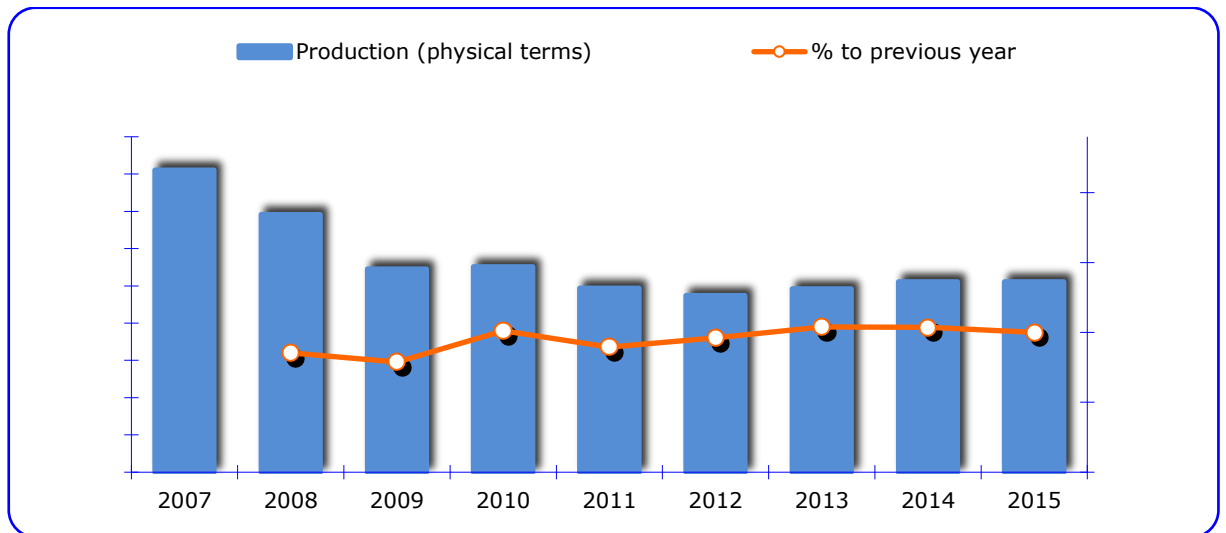
Source: \*\*\*

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# 4. DOMESTIC PRODUCTION

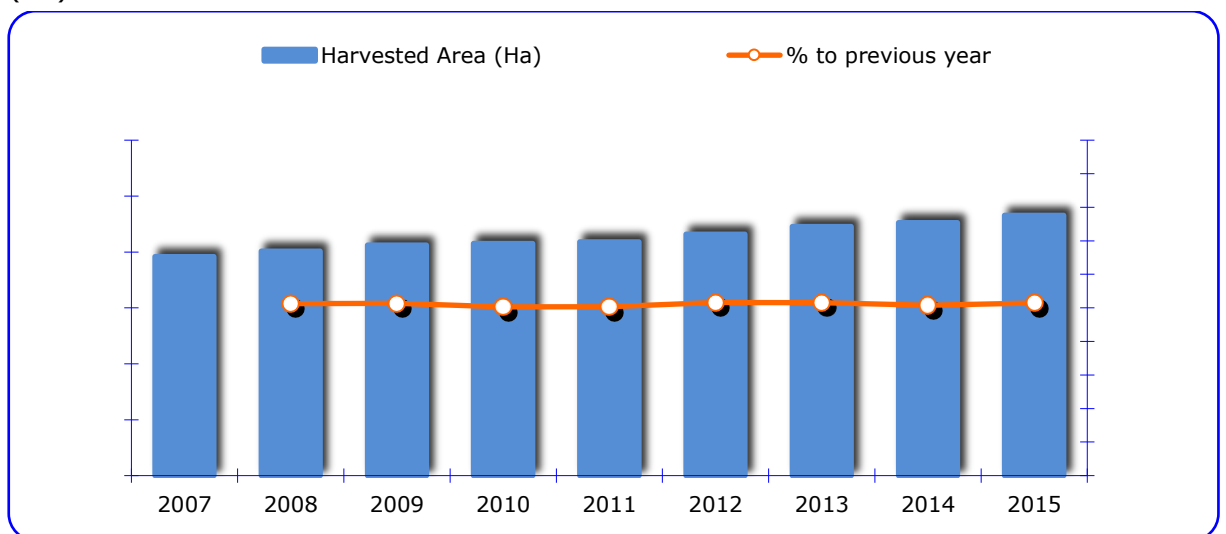
## 4.1 PRODUCTION, HARVESTED AREA AND YIELD FROM 2007-2015

Figure 10: Production, in Physical Terms, 2007–2015 (thousand tonnes)



Source: \*\*\*

Figure 11: Harvested Area, 2007–2015 (Ha)



Source: \*\*\*

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Figure 12: Yield, 2007–2015 (Hg/Ha)



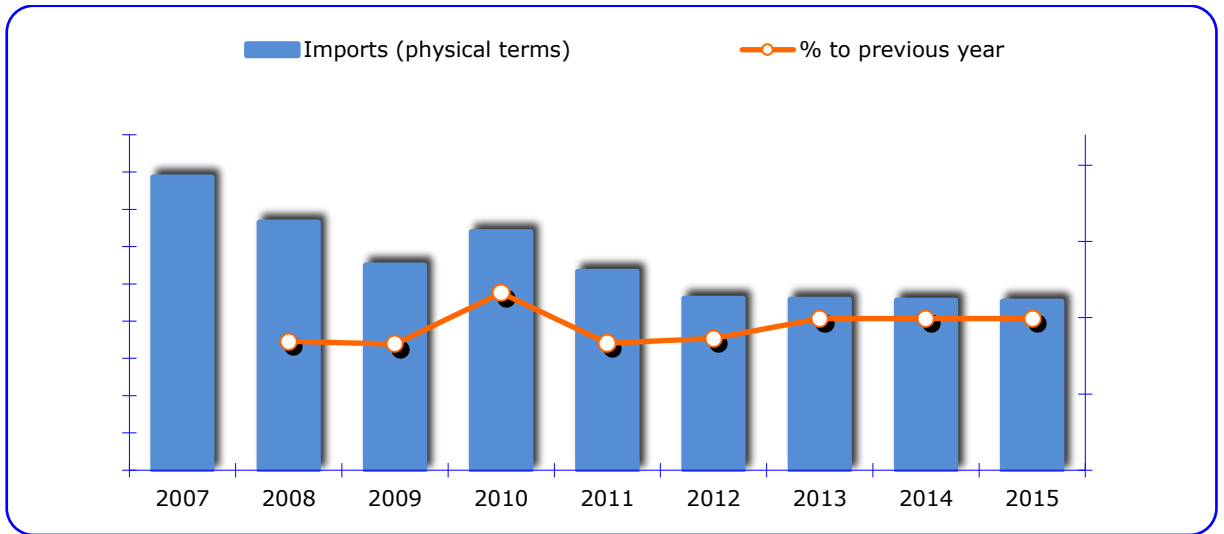
Source: \*\*\*

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# 5. IMPORTS

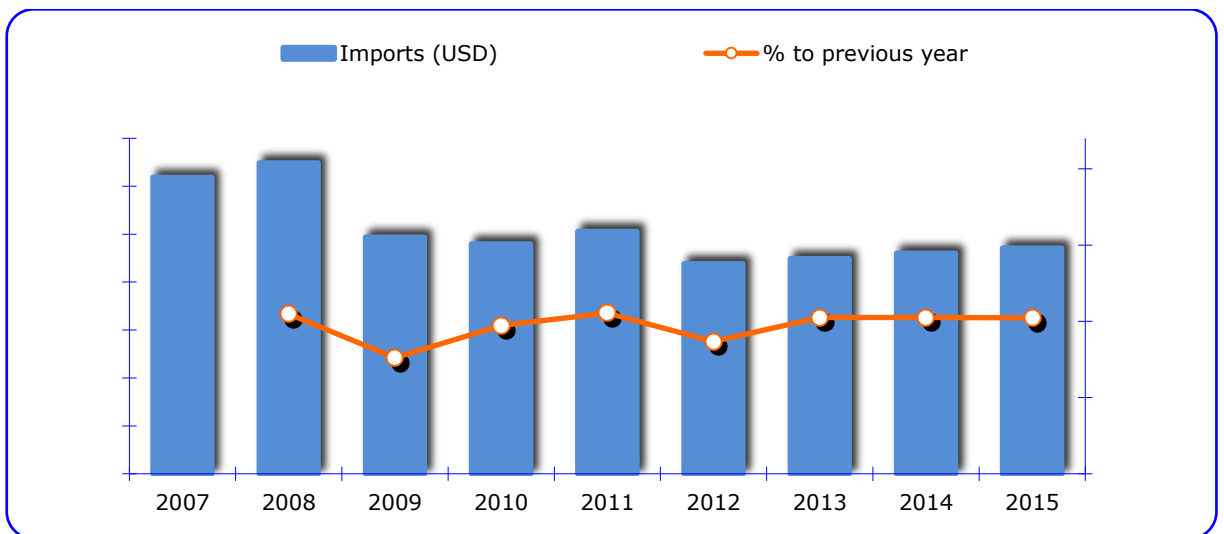
## 5.1 IMPORTS FROM 2007-2015

Figure 13: Imports, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 14: Imports, in Value Terms, 2007-2015  
(million USD)

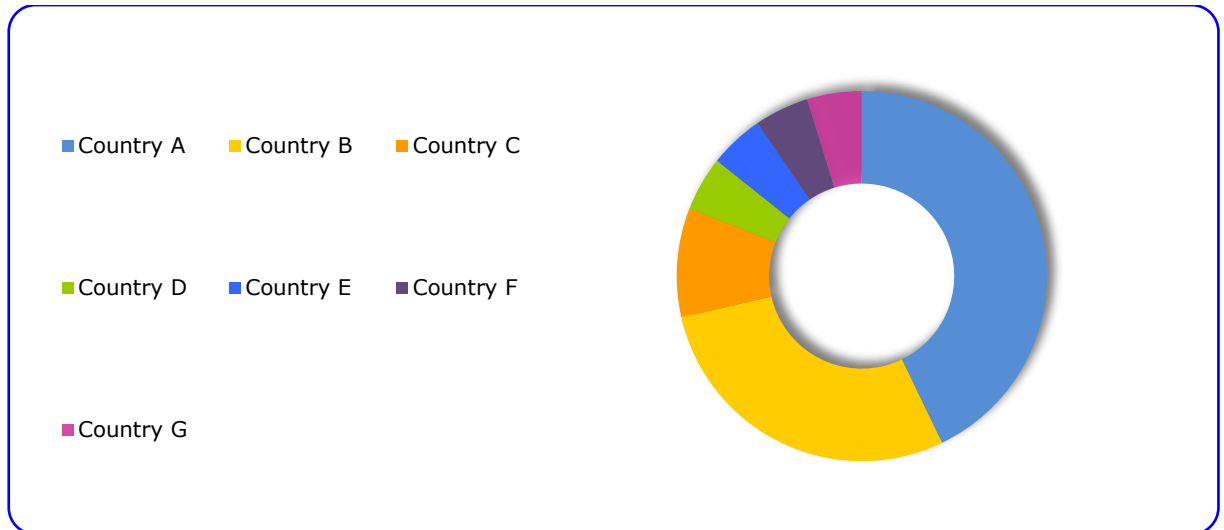


Source: \*\*\*

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## 5.2 IMPORTS BY COUNTRY

Figure 15: Imports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



Source: \*\*\*

Table 5: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*





Table 6: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

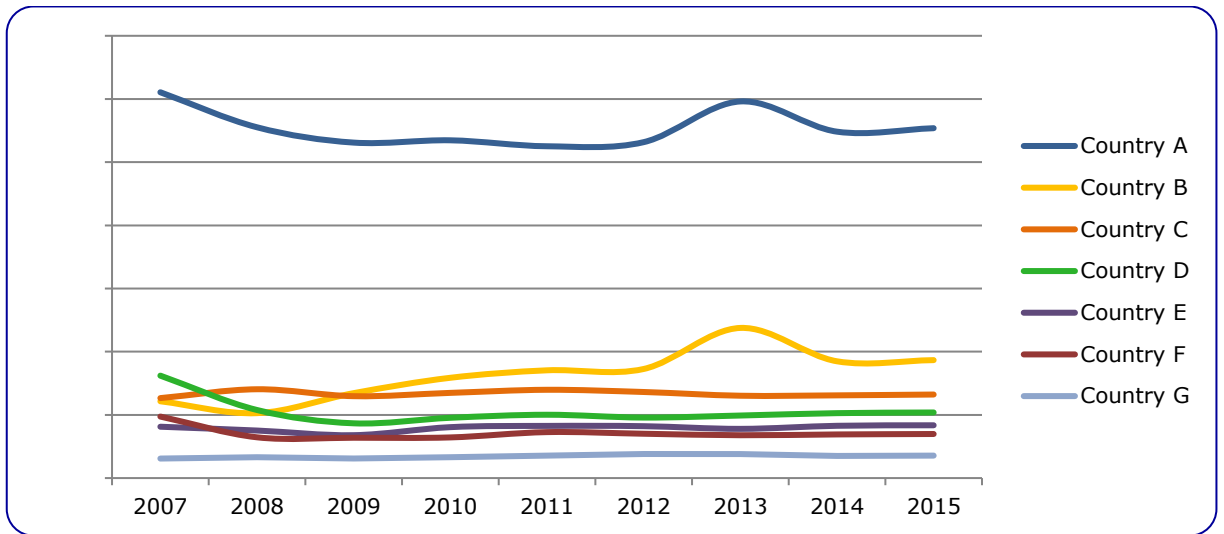
Figure 16: Imports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)



Source: \*\*\*

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Figure 17: Imports, in Value Terms, by Country, 2007-2015  
(million USD)

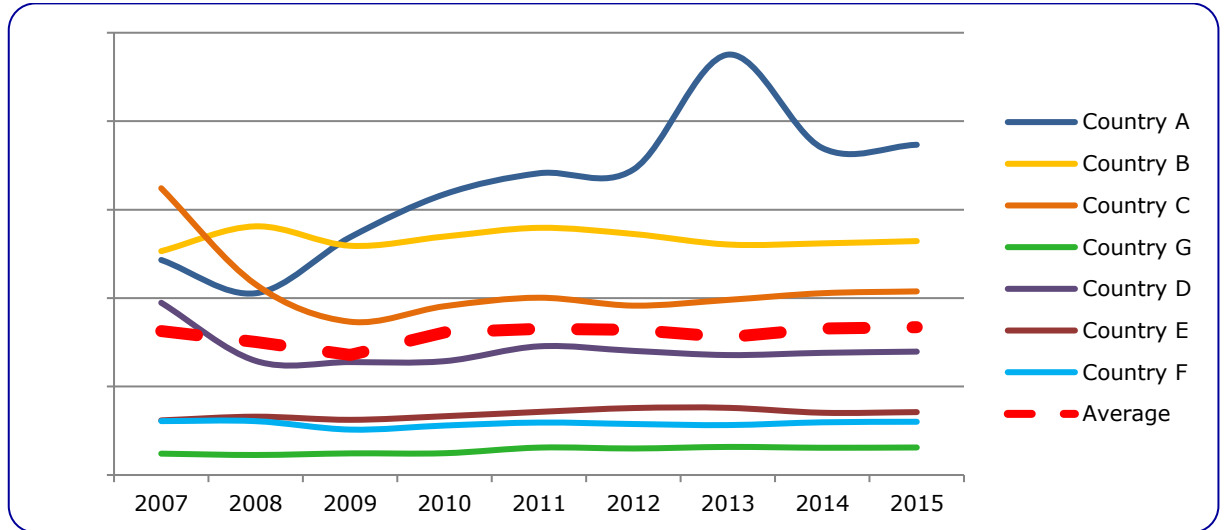


Source: \*\*\*

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**5.3 IMPORT PRICES**

Figure 18: Import Prices, by Country, 2007-2015  
(USD per tonne)



Source: \*\*\*

Table 7: Import Prices, by Country of Origin, 2007-2015  
(USD per tonne)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

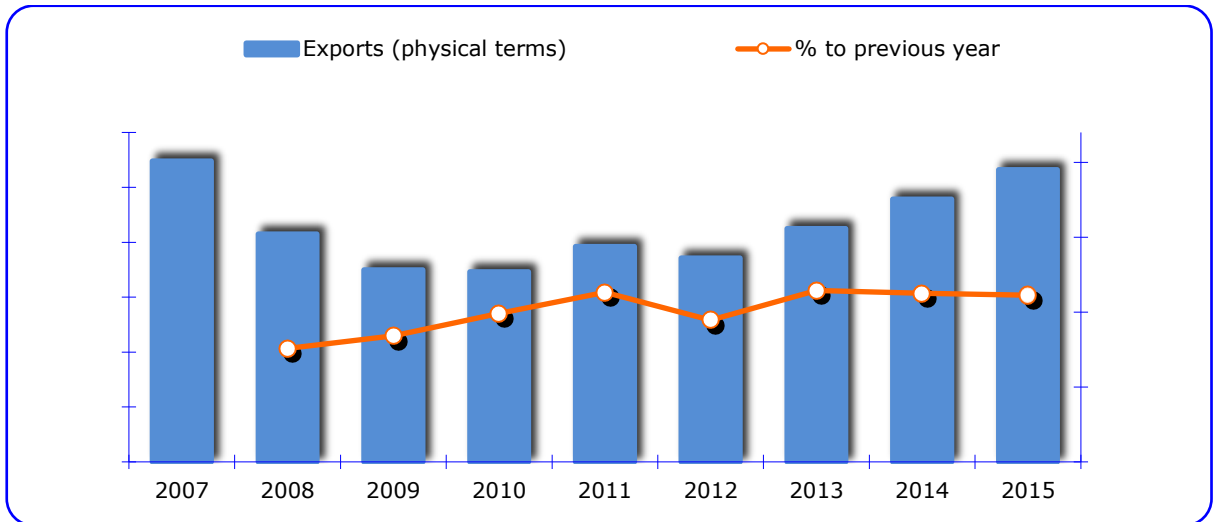
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# 6. EXPORTS

## 6.1 EXPORTS FROM 2007-2015

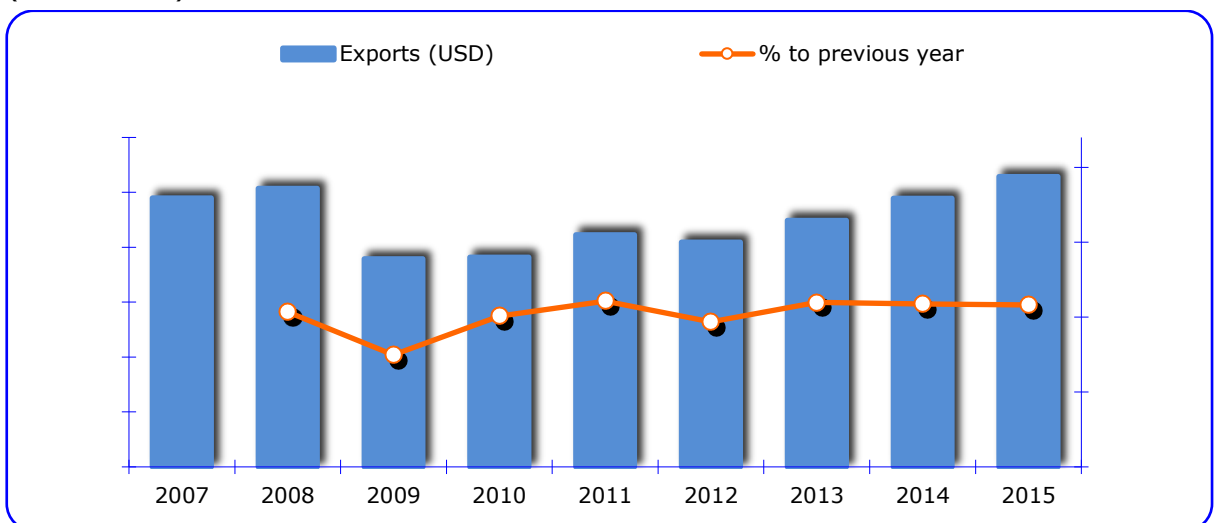
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Figure 19: Exports, in Physical Terms, 2007-2015  
(thousand tonnes)



Source: \*\*\*

Figure 20: Exports, in Value Terms, 2007-2015  
(million USD)

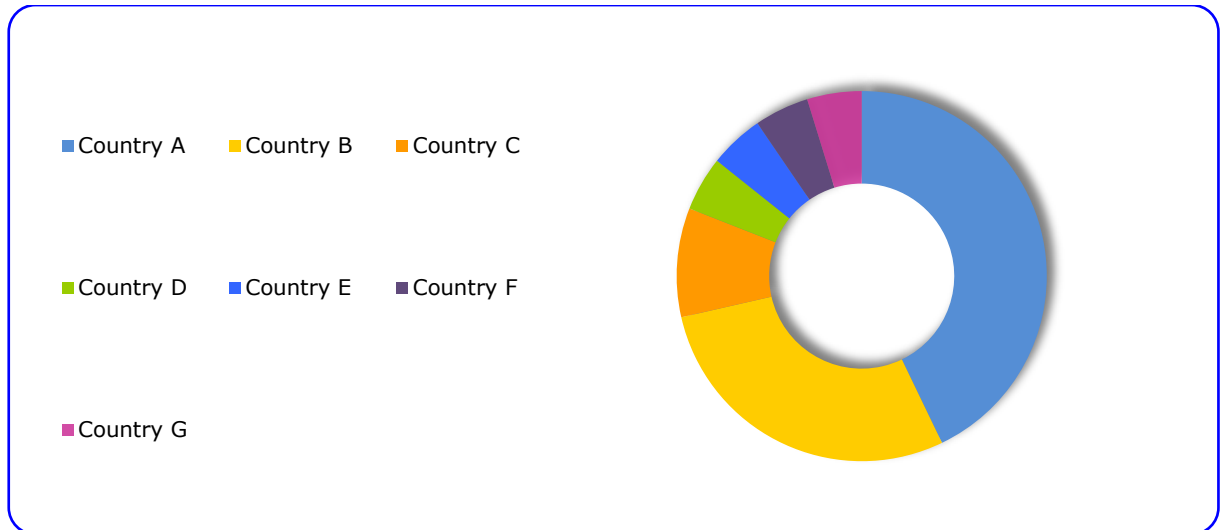


Source: \*\*\*

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## 6.2 EXPORTS BY COUNTRY

Figure 21: Exports, in Physical Terms, by Country, 2015  
(%, based on tonnes)



Source: \*\*\*

Table 8: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007- 2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

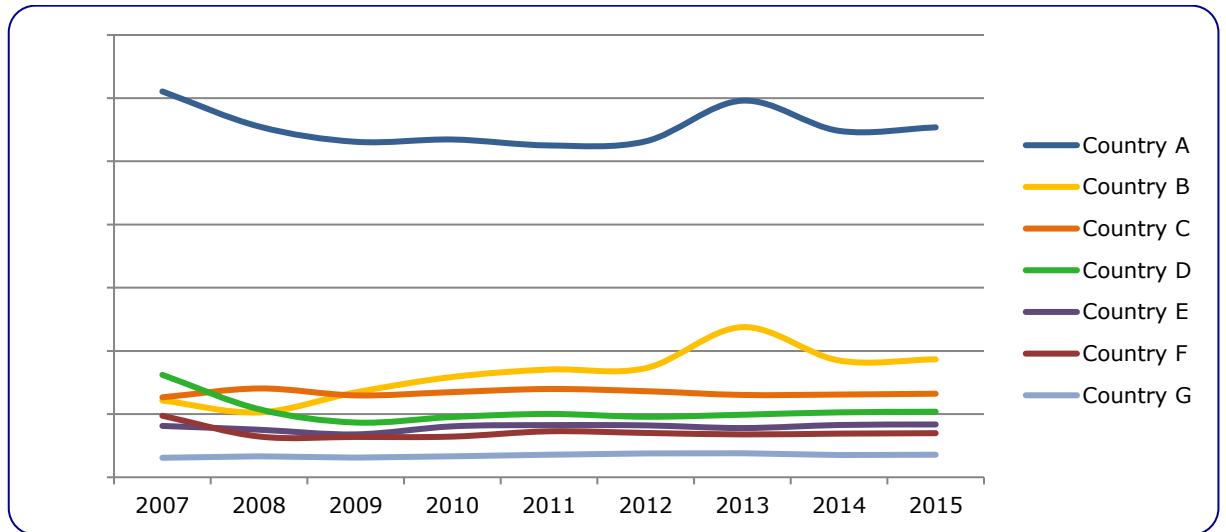


Table 9: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Others	***	***	***	***	***	***	***	***	***	***
Total	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

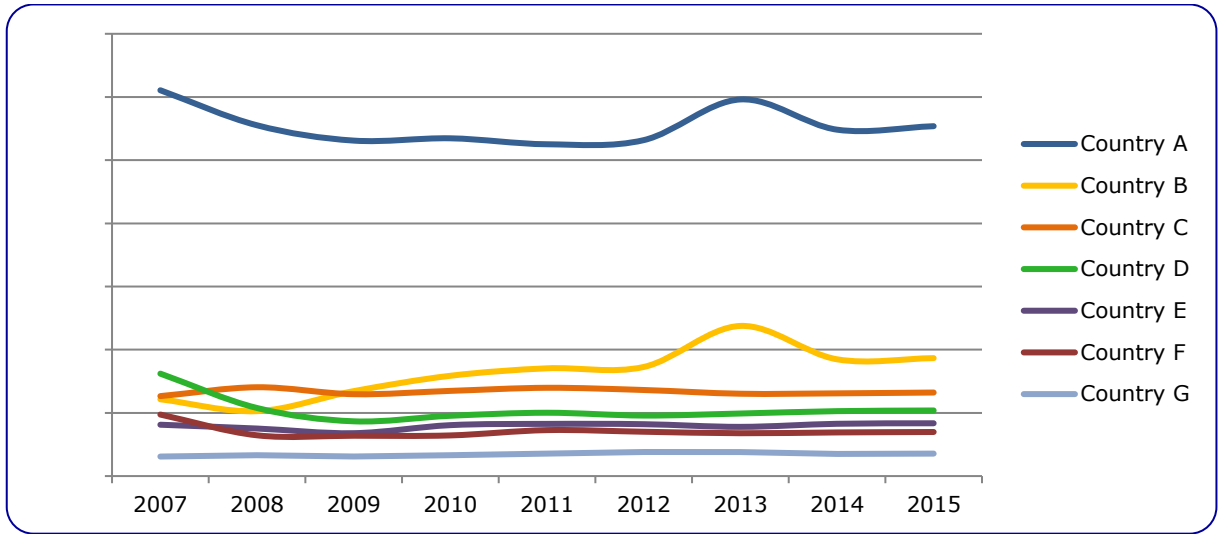
Figure 22: Exports, in Physical Terms, by Country, 2007-2015  
(thousand tonnes)



Source: \*\*\*

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Figure 23: Exports, in Value Terms, by Country, 2007-2015  
(million USD)

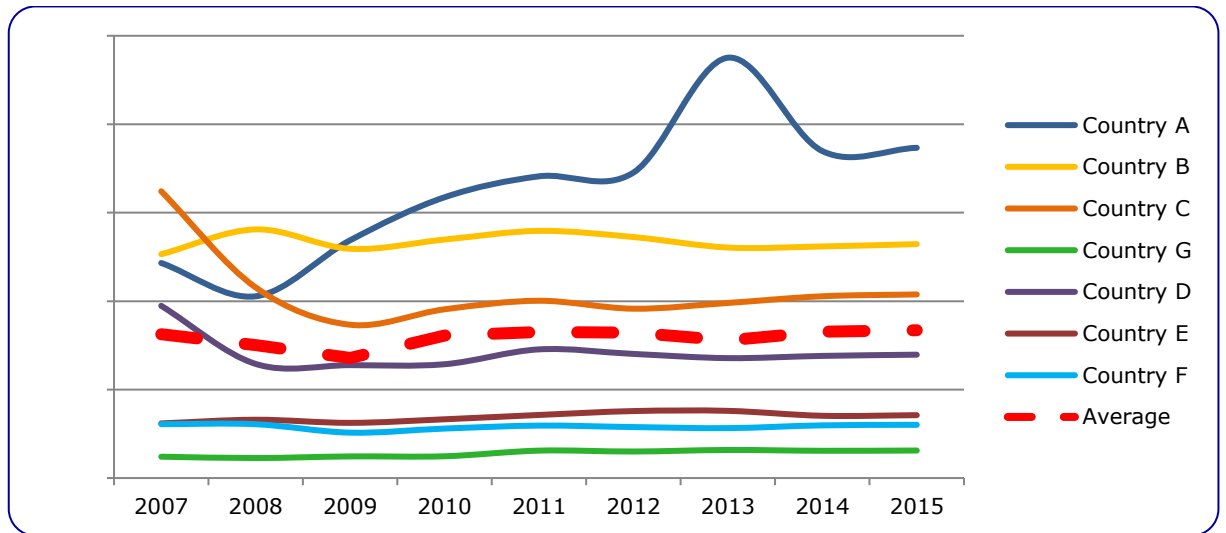


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**6.3 EXPORT PRICES**

Figure 24: Export Prices, by Country of Destination, 2007-2015  
(USD per tonne)



Source: \*\*\*

Table 10: Export Prices, by Country of Destination, 2007-2015  
(USD per tonne)

COUNTRY/PERIOD	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Country A	***	***	***	***	***	***	***	***	***	***
Country B	***	***	***	***	***	***	***	***	***	***
Country C	***	***	***	***	***	***	***	***	***	***
Country D	***	***	***	***	***	***	***	***	***	***
Country E	***	***	***	***	***	***	***	***	***	***
Country F	***	***	***	***	***	***	***	***	***	***
Country G	***	***	***	***	***	***	***	***	***	***
Average	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*



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# 7. PRICES AND PRICE DEVELOPMENT

## 7.1 PRODUCER PRICES

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Table 11: Producer Prices, 2007-2015  
(USD per tonne)

Item	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Cntr	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

## 7.2 PRODUCER PRICES INDEX

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Table 12: Producer Prices Index - Annual Data (2007 = 100), 2007-2015

Item	2007	2008	2009	2010	2011	2012	2013	2014	2015	CAGR, 2007-2015
Cntr	***	***	***	***	***	***	***	***	***	***

Source: \*\*\*

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**If you need further information, please do not hesitate to contact us on the details below.**

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