



**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.







# INTRODUCTION

Dairy is one of the major sub-sector of agriculture, contributing, along with livestock, about 60.6% of value added agriculture and 11.7% of the total GDP. Pakistan is ranked as the 4th largest dairy producer in the world according to FAO. About 97% of the milk consumed is in the fresh form and remaining 3 % is processed (UHT). Most of the dairy farms are smallholding with subsistence- or market-oriented-level farming followed by peri-urban or commercial-level farming.

Dairy products are traded under HS Code chapter 04.

## PROVINCE WISE PRODUCTION IN PAKISTAN

Average Milk production in Pakistan for the past 10 years has remained around 50 million tons (MNFSR). With highest production in the Punjab and Sindh province, followed by KPK, and Baluchistan. With estimated production in Punjab as 63%, in Sindh as 23%, KPK as 12% and Baluchistan as 2% of the total milk production in Pakistan.

## PRODUCTION FIGURES FOR THE LAST FIVE YEARS

Year of Production	Gross Production (Million Tons)
2015-16	54
2016-17	56
2017-18	57.9
2018-19	59.8
2019-20	61.7

Source: Economic Survey of Pakistan

## CERTIFICATIONS REQUIRED



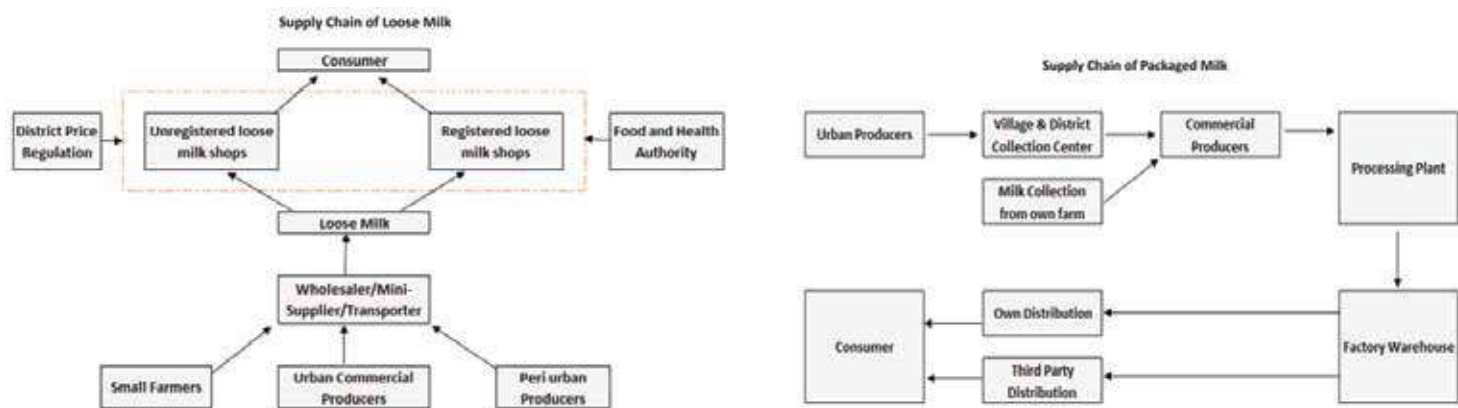
# NUTRITIONAL COMPOSITION OF DIFERENT VARIEIES OF MILK

Nutritional Value per 100 gm of Milk			
Nutrient Composition	Buffalo Milk	Cow Milk	Goat Milk
Water Content (%)	83.39	87.99	87.03
Calories(Kcal)	97	61	69
Proteins (g)	3.75	3.29	3.56
Fats (g)	6.89	3.34	4.14
Carbohydrates (g)	5.18	4.66	4.45
Calcium (mg)	169	119	134
Phosphorus (mg)	117	93	111
Sodium (mg)	52	49	50
Potassium (mg)	178	152	204
Vitamin C (mg)	2.25	0.94	1.29
Vitamin A (IU)	178	126	185
Vitamin B2 (mg)	0.135	0.162	0.138

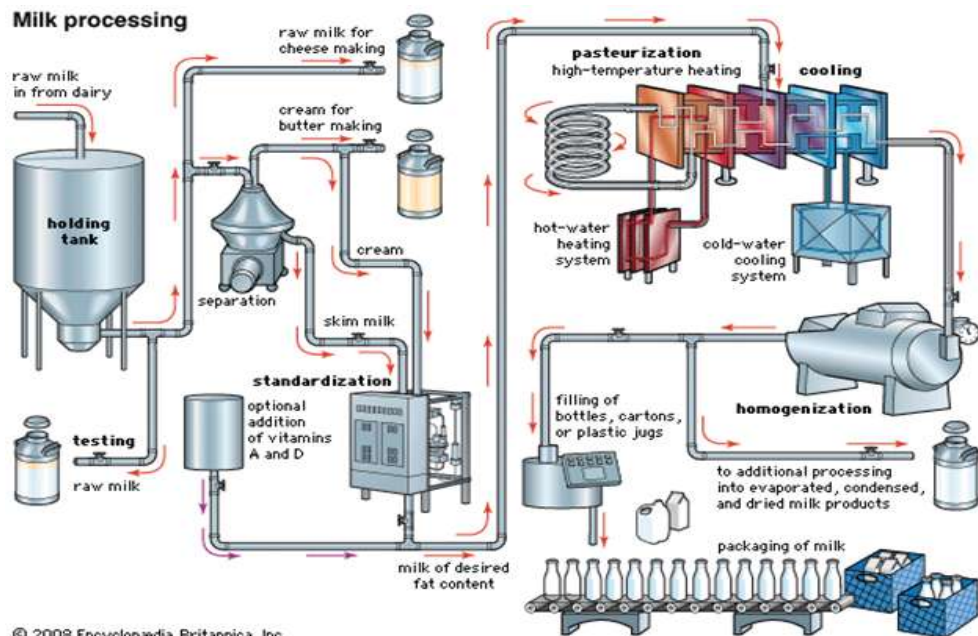
## DAIRY PRODUCTS BEING PRODUCED IN PAKISTAN

Dairy Products	Examples
Raw Milk	Unpackaged/ untreated milk sold at retail shops.
UHT Milk	Nestle Milkpak, Olpers full cream milk, Nurpur original UHT milk.
Flavored Milk	Nurpur flavored milk, haleeb's flava, olper's flavored milk.
Fortified Milk	Nestle Nesvita, Nido fortigrow.
Milk Powder	Nestle Nido, olper's powdered milk.
Dairy Cream	Haleeb's fresh milk cream, nestle milkpak dairy cream, olper's dairy cream.
Ice-Cream	Omoro, walls.
Butter (Salted and Unsalted)	Nurpur butter.
Cheese (mozzarella and cheddar)	Nurpur cheese

# SUPPLY CHAIN



# DAIRY PROCESSING



### Top Importing countries in the world

Importers	2024 (USD Million)	Share (%)
<b>World</b>	<b>115,266</b>	<b>100</b>
Germany	12,830	11.13
China	7,226	6.27
France	6,658	5.78
Netherlands	6,244	5.42
Italy	6,028	5.23
Belgium	5,417	4.70
United Kingdom	4,904	4.25
United States of America	4,490	3.90
Spain	3,405	2.95
Mexico	2,911	2.53

Source: ITC, Trade Map

### Top Export Destinations for Pakistan (USD Million)

Importers	2020	2021	2022	2023	2024
<b>World</b>	<b>42.79</b>	<b>33.48</b>	<b>34.38</b>	<b>48.64</b>	<b>59.50</b>
Saudi Arabia	13.87	12.69	12.90	17.80	23.97
United Arab Emirates	3.56	3.01	3.26	8.63	13.90
Afghanistan	20.17	13.38	10.72	10.31	7.38
United States of America	1.24	0.93	2.24	3.25	4.65
Türkiye	-	-	0.48	1.77	1.44
Oman	0.12	0.29	0.15	0.40	1.01

Source: ITC, Trade Map



**Mr. Aurangzeb Jahangir**  
**Asst. Manager (Product Officer)**  
**Contact No: +92-313-2744452**  
**Email: [aurangzebjahangir@tdap.gov.pk](mailto:aurangzebjahangir@tdap.gov.pk)**

**Trade Development Authority of Pakistan, Ministry of Commerce**  
**FTC Building, Block-A, Shahrah-e-Faisal, Karachi - Pakistan**  
**Tel: +92-21-99206487-90 UAN: 111-444-111**  
**URL: [www.tdap.gov.pk](http://www.tdap.gov.pk)**