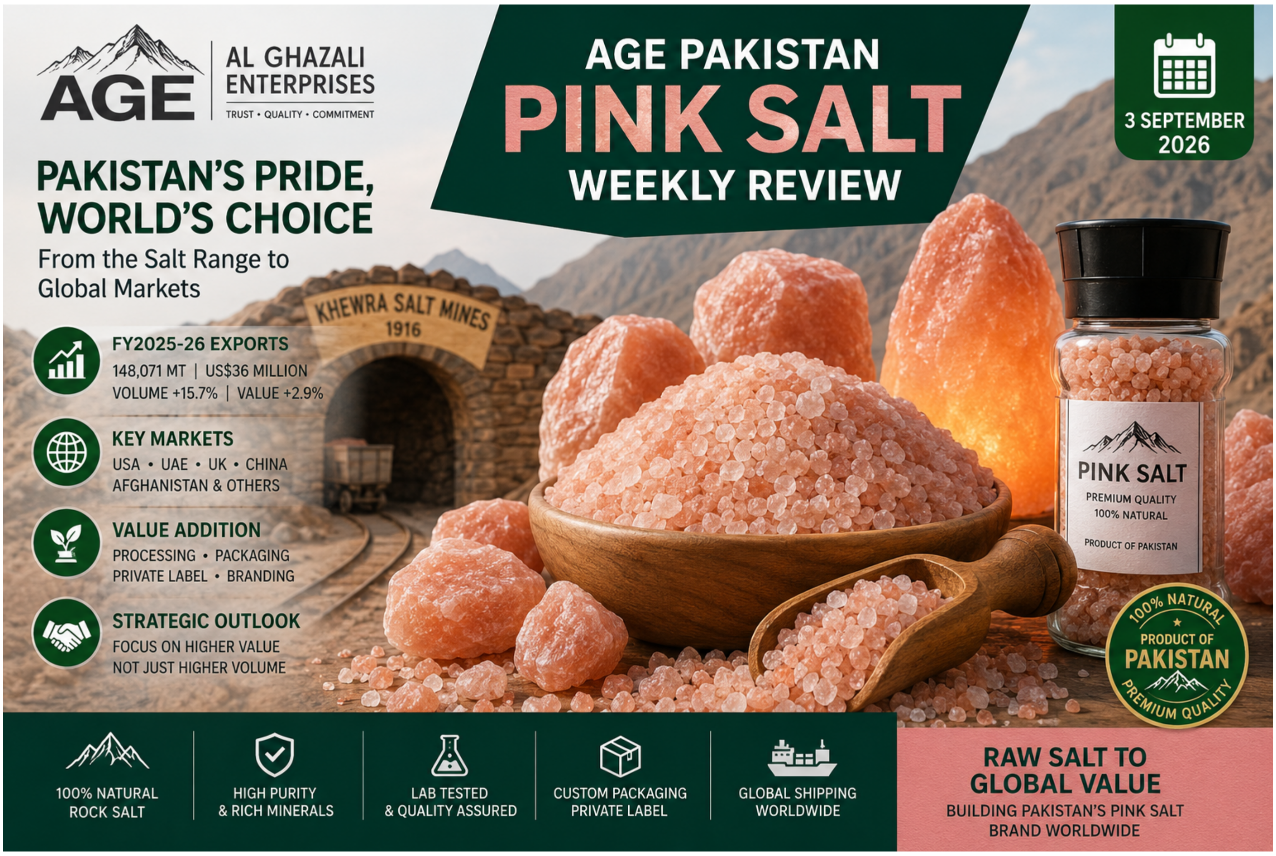

AGE Pakistan Pink Salt Weekly Review

Pakistan Market • Global Exports • Value Addition • Trade Outlook

ISSUE DATE 3 September 2026	MARKET VIEW Positive / Selective	FY26 EXPORTS 148,071 MT | US$36m

CORE MESSAGE
Pakistan is exporting more pink salt, but export value is not rising at the same pace. Priority should shift toward processing, consistent grading, private label, packaging and higher value per tonne.

Executive Summary

Pakistan's pink salt sector enters September with a positive export-volume story but a more complicated value story. During FY2025-26, Pakistan exported approximately 148,071 MT worth US$36 million, compared with 127,924 MT worth US$35 million in FY2024-25.

Export volume increased by around 15.7%, while export value increased by only 2.9%. This indicates that physical exports are growing substantially faster than earnings.

Indicator	FY2024-25	FY2025-26	Change
Export volume	127,924 MT	148,071 MT	+15.7%
Export value	US$35m	US$36m	+2.9%
Calculated avg. realization*	~US$274/MT	~US$243/MT	~ -11%

*Annual calculated average; not a current FOB quotation.

1. Pakistan Market Review

Pakistan remains the natural origin of Himalayan pink rock salt, with the Salt Range providing the principal commercial resource base. Khewra is the internationally recognized origin, while Warcha, Kalabagh and other Salt Range deposits contribute to the wider industry.

The commercial chain is mining → sorting → processing → grinding → grading → testing → packaging → export. More value is captured as the exporter moves further down this chain.

Stage	Primary Commercial Value
Mining / raw rock	Origin, mineral quality and base commodity price
Processing / grading	Cleanliness, grain size, color consistency and specification control
Testing / compliance	Buyer confidence, traceability and destination-market suitability
Retail / private label	Packaging, branding, consumer readiness and higher value capture

2. International Market Position

Pakistan already supplies a broad international customer base. The United States, UAE, UK and China are commercially important, but each requires a different product and compliance strategy.

Market	Commercial Opportunity	AGE Focus
United States	Retail packs, grinders, private label, food service	Compliance, traceability, consistent food-grade processing
UAE / Gulf	Retail, hospitality, wholesale and re-export	Flexible packaging and distributor partnerships
UK / Europe	Processed consumer-facing products	Documentation, quality systems and premium origin positioning
China	Edible, industrial and processed salt channels	Segment buyers by end use rather than one generic offer

3. China Watch

Pakistan's total salt exports to China reached approximately US$7.18 million during 2025, around 20% above 2024. Trade includes edible, industrial and other salt categories.

Potential channels include food processors, industrial users, distributors, e-commerce sellers, consumer brands and wellness-product companies.

4. Value Addition - Pakistan's Biggest Opportunity

Pakistan's structural weakness is not access to pink salt; it is how much value is captured after extraction. Raw material can be processed, tested, packaged, branded and retailed abroad, transferring a large portion of final margin outside Pakistan.

Segment	Examples	Value Potential
Edible bulk	Fine, extra-fine, coarse, grinder and food-processing grades	Medium

Segment	Examples	Value Potential
Retail	250g/500g/1kg packs, jars, grinders, pouches	High
Private label	Finished consumer product under overseas buyer's brand	High
Decorative	Lamps, blocks, bricks, tiles and rock products	Medium-High
Other	Animal licking salt and selected industrial grades	Segment-specific

5. Government & Processing Push

FY2026 brought greater policy attention to rock-salt development and value addition. Punjab identified 41 rock-salt mining blocks, while a Rs1.54 billion Pink Salt Value Addition Financing scheme has been introduced for FY2026-27 onward. A Mineral Processing Zone at Quaidabad, District Khushab has also received provincial approval.

The key test is whether these initiatives translate into higher processing capacity, certified facilities, private-label manufacturing, stronger packaging and improved export realization - not simply more mining.

6. Quality & Buyer Specification

Buyer Parameter	What Must Be Agreed
Origin / source	Pakistan; mine or Salt Range source where commercially required
Purity / chemistry	NaCl percentage and agreed certificate-of-analysis parameters
Grain size	Fine, coarse, grinder, mesh or millimeter specification
Color	Light pink, pink, dark pink or agreed blend
Food safety	Processing, testing and handling appropriate to destination market
Packaging	Bulk sacks, food-service packs, retail packs or private label
Inspection	Pre-shipment inspection / laboratory verification where agreed

7. Price Watch - AGE Methodology

AGE will not publish an invented single FOB Pakistan pink-salt price. Pricing varies by grade, purity, color, grain size, processing, testing, packaging, quantity, private label, palletization and shipment terms.

The FY26 calculated average of approximately US$243/MT is an export-performance indicator, not today's FOB offer. Actual quotations should be specification-based.

8. Buyer & Seller Strategy

For Buyers	For Pakistani Sellers
Issue detailed RFQs with grade, mesh, quantity, packaging, destination, Incoterm and inspection requirements.	Avoid competing only on lowest FOB price; build consistency, testing, packaging and repeat-supply capability.
Compare like-for-like specifications rather than generic price lists.	Move from raw salt → processed → certified → packaged → private label → Pakistani brand.

9. AGE Market Outlook

Factor	Assessment
Short-term direction	POSITIVE / SELECTIVE
Bullish factors	Authentic origin, established global awareness, higher FY26 volume, China opportunity, policy support and private-label potential.
Key risks	Low-value bulk competition, weak realization, inconsistent quality, unsupported health claims, insufficient branding and compliance failures.
AGE view	Prioritize value-added edible salt, private label and professionally processed export grades over simple expansion of raw tonnage.

Next Week Watchlist

AGE will monitor Pakistan pink-salt export developments, domestic processing and mining activity, international buyer demand, China salt trade, US and European market opportunities, private-label enquiries, government value-addition initiatives, logistics and specification-based export indications.

RAW SALT TO GLOBAL VALUE

Pakistan already owns the origin. The commercial challenge is to own more of the processing, packaging, branding and final export value chain.

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