



Euromonitor  
International

# Coffee in Pakistan

December 2025

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## Coffee in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Young, urban consumers seek premium experiences

#### INDUSTRY PERFORMANCE

Rising coffee culture drives sales

Instant coffee mixes leads growth

#### WHAT'S NEXT?

Rising premiumisation will create new opportunities

Home brewing represents strong growth prospect

Health and wellness trend will impact consumer choices

#### COMPETITIVE LANDSCAPE

Nestlé SA retains its unassailable lead

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E-commerce gains traction

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## Hot Drinks in Pakistan - Industry Overview

### EXECUTIVE SUMMARY

Economic recovery fuels premiumisation in hot drinks

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Robust growth for hot drinks, with tea remaining undisputed leader

Rising disposable incomes fuel premiumisation, with health and wellness impacting consumer choices

Urban café culture drives demand for coffee amongst younger consumers

#### WHAT'S NEXT?

Stabilising economy will boost demand

Tea will remain hot beverage of choice

Modern retail channel expansion will be key growth driver

#### COMPETITIVE LANDSCAPE

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