



Euromonitor
International

Hot Drinks in Pakistan

December 2025

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Hot Drinks in Pakistan

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

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Tapal Tea leads amid growing competition

Vital Group leads growth through affordability strategy

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Young, urban consumers seek premium experiences

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