



Euromonitor  
International

# RTD Coffee in Pakistan

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## RTD Coffee in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD coffee remains niche product

#### INDUSTRY PERFORMANCE

RTD coffee fails to take off in price-sensitive market

Young urban adults drive demand

#### WHAT'S NEXT?

RTD still offers considerable potential

Manufacturing advancements will lead to wider availability

Potential for health and wellness-oriented offerings

#### COMPETITIVE LANDSCAPE

Nestle continues as category leader

RTD coffee is perceived as risky venture for new entrants

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Small local grocers lead sales

E-commerce gains traction

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Urbanisation and channel expansion fuel consumption

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Favourable economic conditions and demographics boost demand for soft drinks

Health and wellness trends shape consumption habits

Retail expansion improves product accessibility

#### WHAT'S NEXT?

Stabilising economy will boost demand

Expected shift towards healthier offerings

Expansion of modern retail will increase access to packaged soft drinks

## COMPETITIVE LANDSCAPE

Multinational giants hold sway

Mehran Bottlers is most dynamic player

## CHANNELS

Small local grocers lead sales

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