



Euromonitor
International

Concentrates in Pakistan

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Concentrates in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affordability drives growth

INDUSTRY PERFORMANCE

Ongoing consumer price consciousness sustains demand

Powder concentrates leads growth

WHAT'S NEXT?

Concentrates poised for further growth, driven by convenience and accessibility

Health trends will spark wellness-driven innovation

Potential lies with foodservice operators

COMPETITIVE LANDSCAPE

Local brands lead liquid concentrates

Mondelez dominates powder variants

CHANNELS

Small local grocers remains dominant channel

E-commerce shows rapid growth

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Soft Drinks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Urbanisation and channel expansion fuel consumption

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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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