



# Concentrates in Pakistan

December 2025

Table of Contents

## 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

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

#### CATEGORY DATA

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

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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

E-commerce and modern grocery outlets enhance product availability

Foodservice vs retail split

## MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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