



# Soft Drinks in Pakistan

December 2025

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## Soft Drinks in Pakistan

### 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

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Small local grocers lead sales

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## COUNTRY REPORTS DISCLAIMER

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### KEY DATA FINDINGS

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Health, convenience and innovation drive demand

### INDUSTRY PERFORMANCE

Still purified bottled water dominates sales

Rise of restaurant-branded offerings

### WHAT'S NEXT?

Bottled water offers scope for further diversification

Technological advancements will lead to greater consistency

Sustainability will become key manufacturer and customer focus

### COMPETITIVE LANDSCAPE

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[Carbonates in Pakistan](#)

### KEY DATA FINDINGS

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## WHAT'S NEXT?

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Customer engagement will be key focus

Sustainability will be central to brand strategies

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[Concentrates in Pakistan](#)

## 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

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[Juice in Pakistan](#)

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## WHAT'S NEXT?

Positive outlook for juice

Health and wellness trend will impact consumer preferences

Foodservice channel will be key growth driver

## COMPETITIVE LANDSCAPE

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[RTD Coffee in Pakistan](#)

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##### INDUSTRY PERFORMANCE

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Premiumisation offers untapped opportunities

Sustainable packaging could become key differentiator

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### Energy Drinks in Pakistan

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#### INDUSTRY PERFORMANCE

Young, urban consumers drive demand

Reduced sugar variants remain limited

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Young Pakistanis will continue as core consumer base  
Digitalisation to unlock significant growth opportunities  
Health and wellness trends will prompt players to reposition their offerings

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