



**Euromonitor
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RTD Tea in Pakistan

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RTD Tea in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cultural preference for hot tea restricts sales

INDUSTRY PERFORMANCE

RTD tea sees solid growth from low base

Reduced sugar variants remain underdeveloped

WHAT'S NEXT?

Retail modernisation and growing demand for convenience will boost sales

Premiumisation offers untapped opportunities

Sustainable packaging could become key differentiator

COMPETITIVE LANDSCAPE

Lipton remains only notable player in RTD tea

Competition remains limited

CHANNELS

Small local grocers retain vital role

Modern grocery retailers and e-commerce enhance visibility of RTD offerings

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Soft Drinks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Urbanisation and channel expansion fuel consumption

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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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Summary 1 - Research Sources

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