



Euromonitor
International

Sports Drinks in Pakistan

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Sports Drinks in Pakistan - Category analysis

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2025 DEVELOPMENTS

Rising fitness culture drives growth

INDUSTRY PERFORMANCE

Growing popularity of padel tennis boosts sales

Category remains underdeveloped

WHAT'S NEXT?

Rising fitness culture will support increase in sales

Shift towards functional positioning

Convenient distribution channels will be key to expansion of sports drinks

COMPETITIVE LANDSCAPE

PepsiCo retains its sales monopoly

Gatorade leverages new sales opportunities

CHANNELS

Small local grocers retain leading share

E-commerce expands from low base

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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

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Summary 1 - Research Sources

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