



# Energy Drinks in Pakistan

December 2025

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## Energy Drinks in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Fast-paced lifestyles support growing sales

#### INDUSTRY PERFORMANCE

Young, urban consumers drive demand

Reduced sugar variants remain limited

#### WHAT'S NEXT?

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

#### COMPETITIVE LANDSCAPE

Sting remains market leader

Red Bull has niche appeal

#### CHANNELS

Traditional retailers dominate sales

E-commerce is most dynamic channel

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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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## SOURCES

Summary 1 - Research Sources

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