



Euromonitor
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Bottled Water in Pakistan

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Bottled Water in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Nestlé maintains dominance

Mehran Bottlers leverages existing consumer trust and distribution network

CHANNELS

Traditional stores remain key to sales

Modern retail formats appeal to convenience-seeking buyers

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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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Summary 1 - Research Sources

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