



Euromonitor  
International

# Concentrates in Pakistan

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## Concentrates in Pakistan - Category analysis

### 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

#### COMPETITIVE LANDSCAPE

Local brands lead liquid concentrates

Mondelez dominates powder variants

#### CHANNELS

Small local grocers remains dominant channel

E-commerce shows rapid growth

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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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