



Euromonitor
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Spirits in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Whiskies continue to gain momentum

Murree Brewery is a strong leader with a wide portfolio

New “wine shops” and the leveraging of online platforms increase access to spirits

PROSPECTS AND OPPORTUNITIES

Emerging middle class to drive growth opportunities

Westernisation trends to impact consumption

Space for innovation and experiential consumption

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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