

Beer in Pakistan

Market Direction | 2022-12-12 | 27 pages | Euromonitor

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Report description:

Open market distribution and the consumption of alcoholic drinks are prohibited for Muslims in Pakistan and Shariah-compliant legislations control sales via strict licensing requirements. Off-trade outlets operating legally in non-Muslim centric areas have traditionally led volume sales, whilst a few on-trade establishments catered to the limited consumer base of foreign tourists. COVID-19 further affected beer sales with strict lockdowns and closed borders.

Euromonitor International's Beer in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beer market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Beer in Pakistan
Euromonitor International
December 2022

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