

## **Hot Drinks in Pakistan**

Market Direction | 2022-12-08 | 33 pages | Euromonitor

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### **Report description:**

Hot drinks is a key industry in Pakistan. Tea is highly popular among local consumers. In particular, middle-aged and older consumers prefer tea. However, urbanisation and retail modernisation are increasing awareness of and interest in coffee, especially among the growing younger urban middle-class population in the country. While the tea culture is more ingrained and tea dominates sales, a coffee culture and coffee consumption are fast-emerging trends in Pakistan. Consumers, especially younger...

Euromonitor International's Hot Drinks 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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot Drinks 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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#### PROSPECTS AND OPPORTUNITIES

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Retail modernisation, urbanisation and marketing to boost awareness and sales

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