

Other Hot Drinks in Pakistan

Market Direction | 2022-12-08 | 20 pages | Euromonitor

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Report description:

There were only two categories within other hot drinks in Pakistan at the end of the review period, chocolate-based flavoured powder drinks and malt-based hot drinks. Moreover, the category is only significant in retail terms. Nonetheless, the ongoing modernisation of retailing and more consumers moving to urban centres from rural areas continued to raise awareness and encourage sales of other hot drinks in 2022. These products are widely available in modern grocery retailers, in contrast to tra...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- * Get a detailed picture of the Other 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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Horlicks benefits from healthy positioning to increase penetration

Convenience and added nutritional value aspect boost chocolate-based flavoured powder drinks

Milo benefits from high brand equity and wide distribution to lead the field

PROSPECTS AND OPPORTUNITIES

Introducing economy and value sizing to appeal to a wider range of consumers

Retail modernisation, urbanisation and marketing to boost awareness and sales

Healthy positioning and busy working mothers to push sales of other hot drinks

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