

**Bottled Water in Pakistan**

Market Direction | 2024-01-10 | 26 pages | Euromonitor

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**Report description:**

Bottled water one of only two soft drinks to register an increase in volume sales in 2023 - the other was concentrates. The growing awareness of the importance of staying hydrated led to an increased demand for bottled water. Bottled water is also often promoted as a healthier alternative to sugary or carbonated drinks. However, the main reason for the increased volume sales is growing concerns about the quality of the tap water, which is being further exacerbated by climate change.

Euromonitor International's Bottled Water 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 (2019-2023), 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

**Why buy this report?**

- \* Get a detailed picture of the Bottled Water 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.

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