

Coffee in Pakistan

Market Direction | 2024-01-12 | 18 pages | Euromonitor

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Report description:

While tea continued to be the most popular hot drink in Pakistan, coffee registered modest volume growth, partly supported by continuing population growth. Instant coffee continued to dominate retail channels, with only minimal volume sales for fresh coffee and in 2023, and registered the highest volume growth. With inflation soaring in 2023, highly price sensitive consumers continued to opt for the more affordable instant coffee.

Euromonitor International's Coffee 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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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