

Tea in Pakistan

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

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Report description:

Pakistan continues to be a nation of tea drinkers and in 2023, tea registered modest volume growth, partly supported by continuing population growth. However, volume sales fall through foodservice channels, as consumers cut back on drinking in local restaurants (Dhabas) due to soaring inflation. In retail channels, black tea dominates, with sizable volume sales for both loose tea and tea bags. There is also significant sales of unbranded loose tea, especially in northern parts of Pakistan. However...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other 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 Tea 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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Euromonitor International
January 2024

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