

Spirits in Pakistan

Market Direction | 2024-06-20 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Spirits maintained positive growth in Pakistan in 2023, with whiskies in the lead. As seen in beer, Murree Brewery Co Ltd maintains its lead, being the dominant company in alcoholic beverages in Pakistan, due to the country's stringent restrictions and licensing regulations.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Spirits in Pakistan
Euromonitor International
June 2024

List Of Contents And Tables

SPIRITS IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Murree Brewery maintains its lead in spirits, thanks to strong distribution and ongoing innovation

Availability of spirits through "wine shops" and even delivery services helps to boost sales

Spirits enjoyed during social and celebration occasions, to demonstrate the affluence of the host

PROSPECTS AND OPPORTUNITIES

Rising consumption among the middle class, inspired by global trends

Westernisation trends lead to evolving consumer perceptions

Spirits set to remain popular in Pakistan

CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2018-2023

Table 2 Sales of Spirits by Category: Total Value 2018-2023

Table 3 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 10 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 11 □LBN Brand Shares of Spirits: % Total Volume 2019-2023

Table 12 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 13 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 14 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 15 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN PAKISTAN

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Opening hours

On-trade establishments

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 25 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 26 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 27 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 28 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 30 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Spirits in Pakistan

Market Direction | 2024-06-20 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-24"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com