

Spirits in Pakistan

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

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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.

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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

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Rising consumption among the middle class, inspired by global trends

Westernisation trends lead to evolving consumer perceptions

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