

## **Alcoholic Drinks in Pakistan**

Market Direction | 2024-06-20 | 41 pages | Euromonitor

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### **Report description:**

Alcoholic drinks in Pakistan achieved positive value and volume sales in 2023, in both off-trade and on-trade terms. However, there are various religious and cultural restrictions around alcohol in general in Pakistan, with only beer and spirits significant enough to show in the data. Both these categories are driven by Westernisation trends, with high-end products perceived as status symbols. On the other hand, wine, cider/perry, and RTDs remain insignificant due to import restrictions and low...

Euromonitor International's Alcoholic Drinks 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic Drinks 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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