

## **Energy Drinks in Pakistan**

Market Direction | 2025-01-24 | 24 pages | Euromonitor

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### **Report description:**

In 2024, Coca-Cola Beverages Pakistan Ltd relaunched its Roar energy drinks brand for the third time in Pakistan. Sales look promising this time around as the company has made availability its priority. There is also positive feedback from consumers with signs that Roar has been well-received in 2024. The relaunch was supported by extensive marketing efforts, including the creation of a strong brand image that resonates well with local consumers?. Volume and value sales remain quite low as consu...

Euromonitor International's Energy 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 (2020-2024), 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, packaging or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Energy 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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