

Soft Drinks in Pakistan

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Report description:

Soft drinks posted robust growth in volume terms over 2024 as the Pakistan economy slowly began to show signs of recovery. Inflation began to fall with the foreign exchange rate remaining stable and the current account deficit reducing. Nonetheless, it will take some time for the economy to fully return to pre-2022 levels. Whilst the inflation rate remained high in 2024; it was considerably lower than peak of 40% in 2023. Pakistan reached a stand-alone agreement with the IMF for \$1.1bn in March 2...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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