



Euromonitor
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RTD Coffee in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Nestlé maintains a strong lead in RTD coffee
- RTD coffee widens exposure from e-commerce channel
- Affluent consumers drive sales of this niche product

PROSPECTS AND OPPORTUNITIES

- Limited growth expected given niche status
- Expansion of modern trade to support sales development
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Soft Drinks in Pakistan - Industry Overview

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