



Euromonitor  
International

# Concentrates in Pakistan

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## Concentrates in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive performance for concentrates, due to affordability  
Clover leads in terms of value sales, while Qarshi leads in terms of volume sales  
Increasing flavour offerings

#### PROSPECTS AND OPPORTUNITIES

Healthy volume growth for concentrates over forecast period  
Curtailing of illicit trade bolsters volume sales  
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