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International

# Soft Drinks in Pakistan

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DISCLAIMER

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Dasani loses retail value share  
Health and safety concerns drive the need for safety certifications

## PROSPECTS AND OPPORTUNITIES

Modern trade outlets to attract consumers with discounts and deals  
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## Carbonates in Pakistan

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

International boycott gives local brands an opportunity  
Brand re-launches are used to mitigate boycott challenges  
Local players strengthen distribution networks

## PROSPECTS AND OPPORTUNITIES

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## CATEGORY DATA

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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## RTD Coffee in Pakistan

### KEY DATA FINDINGS

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 RTD coffee widens exposure from e-commerce channel  
 Affluent consumers drive sales of this niche product

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New flavours and innovation support energy drinks

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