

# Other Hot Drinks in Pakistan

January 2025

**Table of Contents** 

## Other Hot Drinks in Pakistan - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

High consumption of chocolate-based flavoured powder drinks

Nestlé's Milo brand holds a strong position

Supply chain disruptions still pose challenges

## PROSPECTS AND OPPORTUNITIES

Lack of local players in other hot drinks

Opportunity for some brands amid rising health consciousness

Economic growth and rising incomes to support category growth

### **CATEGORY DATA**

- Table 1 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 2 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 3 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 4 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 6 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 7 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 8 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 9 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 10 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

## Hot Drinks in Pakistan - Industry Overview

## **EXECUTIVE SUMMARY**

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

# MARKET DATA

- Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

- Table 28 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 30 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 32 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 34 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 35 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

## **DISCLAIMER**

### **SOURCES**

Summary 1 - Research Sources

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