

Beer in Pakistan

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Abstracts

Non alcoholic beer has been gaining popularity fast in Pakistan. The prohibition of alcohol consumption for Muslims aids sales of non alcoholic beer. It is mostly consumed by young adults, especially university students and 18-30-year-olds in general. The lower prices of non alcoholic beer also play an important role in driving demand. With the imposition of additional taxes on alcoholic drinks, it is comparatively cheaper to purchase non alcoholic beer, without the regulations and required perm...

Euromonitor International's Beer 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 (2018-2022), 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beer 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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