

Alcoholic Beverages Market in Pakistan 2021

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Abstracts

Alcoholic beverages comprise a large group of beverages that contain varying amounts of alcohol. Alcoholic beverages produced on an industrial scale include beer, wine, cider, RTDs and distilled spirits. The alcoholic beverages market in Pakistan is set to increase by US\$ 240 million from 2021 to 2027, representing a compound annual growth rate (CAGR) of 10.5% during the forecast period.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for alcoholic beverages. The Pakistan alcoholic beverages market is segmented on the basis of product, package, and distribution channel. On the basis of product, the alcoholic beverages market in Pakistan has been segmented into beer, cider, spirits, wine, RTDs. By package, the alcoholic beverages market in Pakistan has been segmented into metal, glass, others. Based on distribution channel, the alcoholic beverages market in Pakistan is categorized into discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Murree Brewery Company Limited, Lucas Bols B.V.

Report Scope

Product: beer, cider, spirits, wine, RTDs

Package: metal, glass, others

Distribution channel: discount & convenience stores, online platform, specialized stores, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Pakistan alcoholic beverages market

Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment

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Murree Brewery Company Limited
Lucas Bols B.V.
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