



Beer in Pakistan

June 2024

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Beer in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Anti-smuggling measures give support to official sales
Non-alcoholic beer rises in popularity among younger generations of adult age
New entrants increase their presence, such as seen with Hui's expansion

PROSPECTS AND OPPORTUNITIES

Pricing plays a major role in beer
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Alcoholic Drinks in Pakistan - Industry Overview

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DISCLAIMER

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