



**Euromonitor
International**

RTD Coffee in Pakistan

December 2025

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RTD Coffee in Pakistan - Category analysis

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2025 DEVELOPMENTS

RTD coffee remains niche product

INDUSTRY PERFORMANCE

RTD coffee fails to take off in price-sensitive market

Young urban adults drive demand

WHAT'S NEXT?

RTD still offers considerable potential

Manufacturing advancements will lead to wider availability

Potential for health and wellness-oriented offerings

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RTD coffee is perceived as risky venture for new entrants

CHANNELS

Small local grocers lead sales

E-commerce gains traction

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Urbanisation and channel expansion fuel consumption

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Favourable economic conditions and demographics boost demand for soft drinks

Health and wellness trends shape consumption habits

Retail expansion improves product accessibility

WHAT'S NEXT?

Stabilising economy will boost demand

Expected shift towards healthier offerings

Expansion of modern retail will increase access to packaged soft drinks

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Summary 1 - Research Sources

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