



Euromonitor
International

Other Hot Drinks in Pakistan

December 2025

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Other Hot Drinks in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Urbanisation drives sales of other hot drinks

INDUSTRY PERFORMANCE

Rising urbanisation boosts demand for convenient, packaged offerings

Chocolate-based offerings are increasingly desirable

WHAT'S NEXT?

Absence of local players offers significant opportunity

Re-entry of Ovaltine signals new confidence in Pakistan

Expansion of health-focused offerings

COMPETITIVE LANDSCAPE

Nestlé's Milo maintain its lead

Milo meets needs of increasingly health-conscious parents

CHANNELS

Small local grocers leads sales

Hypermarkets represents most dynamic channel

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Hot Drinks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Economic recovery fuels premiumisation in hot drinks

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INDUSTRY PERFORMANCE

Robust growth for hot drinks, with tea remaining undisputed leader

Rising disposable incomes fuel premiumisation, with health and wellness impacting consumer choices

Urban café culture drives demand for coffee amongst younger consumers

WHAT'S NEXT?

Stabilising economy will boost demand

Tea will remain hot beverage of choice

Modern retail channel expansion will be key growth driver

COMPETITIVE LANDSCAPE

Tapal Tea leads amid growing competition

Vital Group leads growth through affordability strategy

CHANNELS

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E-commerce drives retail transformation

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