



Euromonitor
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Beer in Pakistan

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sustained growth trajectory for beer
- Murree Brewery continues to dominate the competitive landscape
- More licensed stores

PROSPECTS AND OPPORTUNITIES

- Price-sensitivity to remain a key factor in purchasing decisions
- Strong anti-smuggling measures
- Product diversification to provide impetus to non/low alcohol beer

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Alcoholic Drinks in Pakistan - Industry Overview

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade

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DISCLAIMER

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