

Carbonates in Pakistan

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Carbonates in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flavours key competitive tool in 2023

Coca-Cola and PepsiCo benefit from extensive distribution

Brands engaging in increased marketing spends

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Moderate volume growth over forecast period

Coca-Cola and PepsiCo also look to increase e-commerce sales

Other soft drinks pose increasing threat

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