

# Beer in Pakistan

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Non alcoholic beer gains traction among young adults  
Economic factors and the war in Ukraine exert upward pressure on beer prices  
Domestic mid-priced lager remains the key category

### PROSPECTS AND OPPORTUNITIES

Westernisation trend among young people, especially students, to push demand  
Pricing plays a pivotal role given the large young population  
Tourism to boost beer demand in the forecast period

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