



Juice in Pakistan

December 2025

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Juice in Pakistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and on-the-go juice formats gain momentum

INDUSTRY PERFORMANCE

Greater economic stability boost sales

Not from concentrate 100% juice makes full recovery

WHAT'S NEXT?

Positive outlook for juice

Health and wellness trend will impact consumer preferences

Foodservice channel will be key growth driver

COMPETITIVE LANDSCAPE

Nestle retains leading position

Shezan International gains traction with All Pure Tropical Nectar

CHANNELS

Small local grocers benefit from extensive reach

E-commerce gains traction amongst time-pressed urban consumers

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Soft Drinks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Urbanisation and channel expansion fuel consumption

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INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

Multinational giants hold sway

Mehran Bottlers is most dynamic player

CHANNELS

Small local grocers lead sales

E-commerce and modern grocery outlets enhance product availability

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Summary 1 - Research Sources

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