

Carbonates in Pakistan

December 2022

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Carbonates in Pakistan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

New and innovative flavours are being introduced in the category
Reduced sugar and sugar-free carbonates gain momentum
Wide distribution and marketing campaigns impact sales and rankings

PROSPECTS AND OPPORTUNITIES

New and small brands penetrate suburban areas, while players look to healthier and premium products to lure urban consumers
Companies fear slow growth due to rising inflation
Companies move towards sustainable packaging and production

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