



Spirits in Pakistan

June 2024

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Spirits in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Murree Brewery maintains its lead in spirits, thanks to strong distribution and ongoing innovation
Availability of spirits through “wine shops” and even delivery services helps to boost sales
Spirits enjoyed during social and celebration occasions, to demonstrate the affluence of the host

PROSPECTS AND OPPORTUNITIES

Rising consumption among the middle class, inspired by global trends
Westernisation trends lead to evolving consumer perceptions
Spirits set to remain popular in Pakistan

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Alcoholic Drinks in Pakistan - Industry Overview

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2023 key trends
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Retailing developments
On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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