

Concentrates in Pakistan

January 2024

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Concentrates in Pakistan - Category analysis

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2023 DEVELOPMENTS

Positive performance for concentrates, due to affordability

Clover leads in terms of value sales, while Qarshi leads in terms of volume sales

Increasing flavour offerings

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Healthy volume growth for concentrates over forecast period Curtailing of illicit trade bolsters volume sales Concentrates focus on healthier positioning

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