

STUDY ON BEVERAGE PENETRATION

Carbonated Soft Drinks Lead Consumption

- **Carbonated Soft Drinks** are the most consumed beverage category, leading consumption across all measured time periods.



Non-Alcoholic Beverages Dominate

- Non-alcoholic beverages show significantly **higher penetration** than alcoholic beverages.



Soft Drinks Preferred Across Genders

- Among both male and female respondents, carbonated soft drinks remained the most consumed beverage category.



Date: 2026-07-27

1. Objective

This study explores the penetration of various beverage categories among consumers in Kathmandu Valley by examining consumption across different time periods, including the past twelve months, three months, one month, and one week. As beverage consumption habits continue to evolve, the research aims to understand the relative reach of different beverage categories. By analyzing beverage category penetration, the study provides valuable insights into consumer beverage preferences and consumption patterns. These findings can help beverage manufacturers and marketers identify high-penetration categories and develop more effective marketing and distribution strategies. This study aims to assess the penetration of various beverage categories among consumers in Kathmandu Valley by examining consumption across different time periods, including the past 12 months, 3 months, 1 month, and 1 week.

2. Methodology

The study was conducted using a quantitative survey among 1000 respondents aged 18–64 years in Kathmandu Valley. Data was collected between June 29 to July 14, 2026 using digital data collection and structured questionnaires administered by experienced enumerators (CAPI). The sample included 500 males and 500 females. The collected data was analyzed using descriptive statistics in Excel.



500

Quantitative
survey

Kathmandu



500

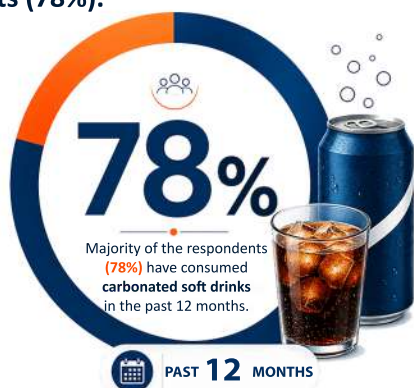


CAPI

3. Major Findings and Insights

Beverage Penetration in the Past 12 Months

- Majority of the respondents (78%) have consumed carbonated soft drinks in the past 12 months.
- Fruit Juices (60%) are the second most consumed beverage category, followed by Mohi (58%), Milkshakes/Coffee (55%) and Energy/Sports Drinks (35%).
- Carbonated soft drinks remained the most consumed beverage category among both male & female respondents (78%).



Beverage Penetration in the Past 3 Months

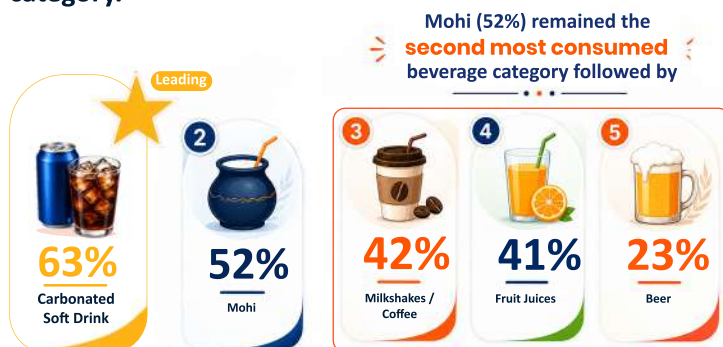
- Carbonated Soft Drinks (71%) are the most consumed beverage category in the past 3 months.
- Mohi (55%) is the second most consumed beverage category, followed by Fruit juices (50%), Milkshakes/Coffee (48%) and Beer (30%).
- Majority of both male & female respondents (71%) reported consuming Carbonated Soft Drinks in the past 3 months.



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Beverage Penetration in the Past 1 Month

- Past 1 month consumption pattern highlighted Carbonated Soft Drinks (63%) as the leading beverage category.
- Mohi (52%) remained the second most consumed beverage category followed by Milkshakes/Coffee (42%), Fruit Juices (41%) & Beer (23%).
- Among both male and female respondents (63%), Carbonated Soft Drinks remained the most consumed category.



Beverage Penetration in the Past 1 Week

- Carbonated Soft Drinks remained the most consumed beverage category among 48% of respondents.
- Mohi (45%) remained the second most consumed beverage category followed by Milkshakes/Coffee (35%), Fruit Juices (28%) & Energy/Sports Drink (14%).
- Female respondents showed slightly higher penetration for Carbonated Soft drinks (51%) compared to male respondents (46%).

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4. Conclusion

The study shows that Carbonated Soft Drinks are the most consumed beverage category across all consumption periods, followed by Fruit Juices, Mohi, and Milkshakes/Coffee. Beverage consumption patterns remain largely consistent across both male and female respondents reporting Carbonated Soft Drinks as the most consumed beverage category. Overall, the findings provide a comprehensive overview of beverage penetration in Kathmandu Valley, offering valuable insights into consumer consumption patterns and key target segments for beverage manufacturers and marketers.