



# Tea in Uzbekistan

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Green tea remains dominant, being particularly popular among older consumers  
Functionality and indulgence drive strong demand growth for fruit/herbal tea  
Local brands retain leadership amid a deep-rooted tea-drinking culture

PROSPECTS AND OPPORTUNITIES

Maturity of green tea will limit overall growth in retail volume sales of tea  
New flavours will drive dynamic growth in retail volume sales of black tea bags  
Supermarkets will continue to grow in importance at the expense of traditional local retailers

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2019-2024
- Table 2 - Retail Sales of Tea by Category: Value 2019-2024
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Tea: % Retail Value 2020-2024
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2021-2024
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2024-2029
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2024-2029
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

Hot Drinks in Uzbekistan - Industry Overview

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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