



Soft Drinks in Uzbekistan

January 2025

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DISCLAIMER

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2024 DEVELOPMENTS

Ongoing shift from tap water drives consumers towards still bottled water
Flavoured bottled water emerges as a healthier alternative to carbonates
Local players lead, but innovation is lacking

PROSPECTS AND OPPORTUNITIES

Concerns over tap-water quality will continue to drive growth
Flavoured and functional bottled water to grow in popularity as healthier alternatives to carbonates
Refrigeration will continue to proliferate in both traditional and modern trade outlets

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Carbonates in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar tax undermines growth in off-trade volume sales
Post-COVID-19 tourism revival continues to boost on-trade volume sales
Competitively priced local offerings gain off-trade volume share

PROSPECTS AND OPPORTUNITIES

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Strong distribution and regular product updates help local brands thrive

PROSPECTS AND OPPORTUNITIES

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RTD Tea in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in off-trade volume sales slows amid mounting economic headwinds

Deep-rooted tea-drinking culture supports demand for RTD tea

Global brands Lipton Tea and Fuse Tea continue to grow in importance

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CATEGORY DATA

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Energy Drinks in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

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New flavours and entrants support category growth

Frequent product updates and heavy marketing help Flash Up stay on top

PROSPECTS AND OPPORTUNITIES

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