



Juice in Uzbekistan

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice enjoys positive sales, despite being a somewhat seasonal product

INDUSTRY PERFORMANCE

Juice continues to compete with freshly-squeezed options made at home

Juice drinks benefit from affordable pricing and a wide flavour variety

WHAT'S NEXT?

Modest growth expected for juice, driven by affordable juice drinks

Flavour developments will remain a key driver of growth — particularly in juice drinks

New tax regulations set to impact juice with a high sugar content

COMPETITIVE LANDSCAPE

Marwin Brands maintains its leading place over close competitor Ricomel Beverages

Ricomel gains on Marwin thanks to expanding its Dinay brand

CHANNELS

Small local grocers maintains largest channel lead, despite competition from the ongoing expansion of large retailers

Convenience stores and e-commerce show strong growth from low bases

CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 2 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 7 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

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[Soft Drinks in Uzbekistan - Industry Overview](#)

EXECUTIVE SUMMARY

Healthy sales overall for soft drinks, as the category rebounds

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Flavour and packaging innovations are key growth drivers in soft drinks

RTD tea benefits from new flavour launches, with Coca-Cola's Fuse Tea leading the way

The rise of other non-cola carbonates is supported by new flavour innovations

WHAT'S NEXT?

Ongoing positive sales for soft drinks, supported by economic stabilisation and shifting lifestyle trends

Company activity and product innovation will remain central to the performance of soft drinks

Reduced-sugar variants and underdeveloped categories expected to remain niche

COMPETITIVE LANDSCAPE

Coca-Cola maintains leading place thanks to strong brand portfolio and frequent innovations
Lomisi benefits from increased imports of Natakhtari, while Coca-Cola sees a rebound in growth
Acqua Life Bottlers active in new flavour developments in carbonates

CHANNELS

Small local grocers continue to play a crucial role to sales
Convenience stores and e-commerce show strong growth from low bases
Foodservice vs retail split

MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 27 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 28 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 29 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 30 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 31 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 32 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 33 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 34 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 35 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 36 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 39 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 40 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 41 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 42 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 43 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030
Table 44 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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