



Euromonitor
International

Energy Drinks in Uzbekistan

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Energy Drinks in Uzbekistan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for energy drinks rebounds in 2025, following a previous slump

INDUSTRY PERFORMANCE

Healthy growth in energy drinks supported by demand for new flavour profiles and convenient formats

Reduced-sugar energy drinks continue to grow, although still remain niche compared to regular variants

WHAT'S NEXT?

Energy drinks will maintain a positive momentum, with a return to double-digit volume growth

Innovation in flavours will continue to pique consumers' interest

Social media will remain an important platform for consumer engagement

COMPETITIVE LANDSCAPE

Flash Up maintains a strong lead with flavour innovations and active consumer engagement

Emergent Lavina brand enjoys robust growth

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

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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
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Summary 1 - Research Sources

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