



Euromonitor
International

Soft Drinks in Ethiopia

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Table of Contents

EXECUTIVE SUMMARY

Affordability remains central as urbanisation and wellness trends shape demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Affordability remains key driver of demand due to cost of living pressures

Carbonates benefits from host of new launches amid emerging urban lifestyles

Wellness trend drives demand for functional beverages

WHAT'S NEXT?

Soft drinks will benefit from urbanisation and rising aspirations

Rising health awareness will impact consumption patterns

Local production to gain momentum

COMPETITIVE LANDSCAPE

EABSC holds dominant share

Eden Business SC leads growth

CHANNELS

Small local grocers dominate distribution

Modern retail gains traction

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 17 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 18 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

CARBONATES

Key Data Findings

2025 Developments

Healthier choices and modern retail shape growth

INDUSTRY PERFORMANCE

Affordability concerns remain paramount

Reduced sugar non-cola carbonates lead growth

What's Next?

Demand will be supported by improving socio-economic conditions

Shift towards healthier offerings

Competitive Landscape

EABSC retains its leading position

Health-conscious choices drive sales of EABSC's Fanta Zero and Sprite Zero

Channels

Small local grocers dominate distribution

Category Data

Table 29 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 30 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 31 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 32 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 33 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 34 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 35 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 36 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 38 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 39 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 40 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 41 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 42 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 43 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

JUICE

Key Data Findings

2025 Developments

Nectars drive growth as affordability remains key

Industry Performance

Juice continues to rebound as supply constraints ease

Affordable nectars drive growth

What's Next?

Juice sales will benefit from economic recovery, with nectars remaining dominant

Tax reprieve clears the way for renewed growth in juice production

Competitive Landscape

Ceres Fruit Juices (Pty) Ltd leads sales

Local producers gain traction amid supply challenges

Channels

Juice sales remain rooted in small local grocers as supermarkets gain momentum

Category Data

Table 45 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 46 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 47 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 48 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 49 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 50 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 51 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 52 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 53 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 54 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 55 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 56 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

BOTTLED WATER

Key Data Findings

2025 Developments

Continuing tap water concerns drive growth as flavoured variants gain traction

Industry Performance

Lack of success to safe drinking water sustains bottled water demand despite cost pressures

Still flavoured bottled water leads growth

What's Next?

Continued tap water quality concerns will drive growth

Stricter quality standards will intensify competition

Competitive Landscape

Ambo Mineral Water SC retains its leadership

Eden Business SC leads growth

Channels

Small local grocers lead bottled water sales

Category Data

Table 57 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 58 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 59 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 60 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 61 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 62 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 63 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 64 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 65 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 66 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 67 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 68 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

SPORTS DRINKS

2025 Developments

Sports drinks remains a niche category

Industry Performance

Sales remain negligible in 2025

What's Next?

Sports drinks will remain niche, despite growth potential

Competitive Landscape

Restricted brand portfolio constrains growth

Channels

Distribution remains limited to small number of urban supermarkets

Category Data

Table 69 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 70 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 71 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 72 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 73 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 74 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 75 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 76 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 77 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 78 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 79 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 80 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

ENERGY DRINKS

Key Data Findings

2025 Developments

Young, urban consumers drive growth

Industry Performance

Energy drinks gain traction amongst young, urban Ethiopians

Regular energy drinks drive growth

What's Next?

Further growth amid urbanisation and digital engagement

Retail distribution will continue to evolve

Competitive Landscape

Red Bull dominates amid fragmented competition

Heineken's Bertat strengthens competition

Channels

Retail infrastructure remains fragmented

Category Data

Table 81 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 82 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 83 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 84 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 85 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 86 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 87 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 88 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 89 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 90 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 91 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 92 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

CONCENTRATES

Key Data Findings

2025 Developments

Demand for premium liquid concentrates grows in urban households

Industry Performance

Affordability drives growth

Liquid concentrates sees most dynamic performance

What's Next?

Concentrates poised for steady growth amid population expansion

Urbanisation and rising middle class to driver growth in premium offerings

Competitive Landscape

Nichols Plc leads with Vimto

Smaller brands gain popularity

Channels

Supermarkets dominate sales

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Category Data

Table 93 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 94 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 95 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 96 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 97 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 98 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 99 - NBO Company Shares of Off-trade Concentrates: % Volume 2021-2025

Table 100 - LBN Brand Shares of Off-trade Concentrates: % Volume 2022-2025

Table 101 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 102 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 103 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 104 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 105 - NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2021-2025

Table 106 - LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2022-2025

Table 107 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 108 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 109 - NBO Company Shares of Off-trade Powder Concentrates: % Volume 2021-2025

Table 110 - LBN Brand Shares of Off-trade Powder Concentrates: % Volume 2022-2025

Table 111 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 112 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 113 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 114 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

RTD TEA

2025 Developments

RTD tea remains undeveloped

Industry Performance

Sales remain negligible in 2025

What's Next?

RTD tea will remain niche

Competitive Landscape

Imported brands remain sole players

Channels

Distribution remains extremely limited

Category Data

Table 115 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 116 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 117 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 118 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 119 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 120 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 121 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 122 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 123 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 124 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 125 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 126 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

RTD COFFEE

2025 Developments

RTD coffee struggles to find foothold

Industry Performance

RTD coffee sales remain negligible

What's Next?

Consumer uptake will remain minimal

Competitive Landscape

Lack of presence of mainstream brands

Channels

RTD coffee suffers from limited availability

Category Data

Table 127 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 128 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 129 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 130 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 131 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 132 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 133 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 134 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 135 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 136 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 137 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 138 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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