



Euromonitor
International

Soft Drinks in Uganda

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EXECUTIVE SUMMARY

Soft drinks continues its upward trajectory

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INDUSTRY PERFORMANCE

Youthful demographics, rising middle class and urbanisation fuel demand

Local flavours drive innovation

Sustainability becomes increasingly important

Rising health awareness shapes consumption trends

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Population growth and urbanisation will sustain demand

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Continued growth, despite competition from bottled water

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What's Next?

Carbonates will benefit from favourable operating environment

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