



Spirits in Uganda

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Premium Launches and Health-Focused Innovation Drive Value Growth

Whiskies Lead Volume and Value as Premiumisation Shapes Consumer Preferences

Pearl Liquors Launches Innovative Spirits as Health and Heritage Trends Reshape Demand

Chart 1 - Pearl Liquors Uganda Launches Offshore Alkaline Vodka

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Young Adult Consumers Fuel Demand for Affordable Spirits as Incomes Rise

Urban Migration and Lifestyle Shifts Drive Premium and Flavoured Launches

Whiskies to Retain Leadership as White Spirits Outpace Rivals in Growth

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uganda Breweries Leverages Heritage and Innovation to Sustain Dominance

Asahi'S Acquisition of Diageo'S Regional Business Reshapes Competitive Dynamics

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Alcoholic Drink Stores Expand Reach to Drive Mainstream Sales

E-Commerce Platforms Deliver Premium Spirits with On-Demand Convenience

Major Players Rely on Hybrid Retail and Digital Strategies to Deepen Engagement

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Uganda - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Uganda Breweries Elevates Beer with Innovative Flavours and Design

Chart 15 - Uganda Breweries Launches Bell Citrus and Bell Honey Flavours

Bell'S Nationwide Festival Tour Expands Appeal with New Flavours

Chart 16 - Beaujolais Nouveau 2025 Launched in Uganda at Event Celebrating French Culture

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Young Legal-Drinking-Age Consumers Embrace Premium Choices as Incomes Rise

Excise Increases and Digital Innovation Reshape Consumer Access

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Alcoholic Drinks

Uganda Breweries Leverages Heritage and Innovation, but Nile Breweries Leads in Terms of Total Volume

Kakira Distillery, Banange Brewing Company and Scads Beer Fuel Premium Growth and Differentiation

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Alcoholic Drinks Stores Drive Mass and Premium Sales through Local Focus

Delivery Apps and Direct Sales Boost Premiumisation in Urban Centres

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-uganda/report.