



# Coffee in Uzbekistan

January 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

A positive performance driven by the ongoing rise of coffee culture

### INDUSTRY PERFORMANCE

Modern lifestyle trends support the expansion of coffee consumption

Fresh coffee sees the strongest growth, although sales remain concentrated in urban centres

### WHAT'S NEXT?

Sales of coffee will remain robust in both value and volume terms

Flavour developments in coffee mixes expected, with these drinks offering indulgence

Instant coffee will remain the most significant category in volume terms, with mixes playing a large role

### COMPETITIVE LANDSCAPE

Millenium Distribution maintains lead thanks to popularity of its flagship MacCoffee brand

Kofe Plius enjoys significant company growth thanks to its MakBush brand benefitting from the expansion of coffee culture

### 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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## Hot Drinks in Uzbekistan - Industry Overview

### EXECUTIVE SUMMARY

Healthy value growth supported by high prices, with low and stable volume supported by baseline demand

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Coffee consumption expands thanks to rising café and coffee culture

Green tea remains the most consumed and fruit/herbal tea benefits from health and wellness trends

Chocolate-based flavoured powder drinks remain popular

### WHAT'S NEXT?

Stable sales expected to continue for hot drinks over the forecast period

Coffee sales will maintain momentum, thanks to ongoing rise of coffee culture

Competitive status quo not expected to change

## COMPETITIVE LANDSCAPE

Millenium Distribution maintains its overall leading place thanks to portfolio of popular brands

Kofe Plius enjoys significant company growth thanks to its MakBush brand benefitting from the expansion of coffee culture

## 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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