



Euromonitor  
International

# Hot Drinks in Uzbekistan

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## 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

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Small local grocers maintains largest channel lead, despite competition from the ongoing expansion of large retailers

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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 Plus 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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[Tea in Uzbekistan](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Sales of tea supported by traditional popularity and stable baseline demand

### INDUSTRY PERFORMANCE

Green tea remains the most consumed type of tea

Fruit/herbal tea benefits from health and wellness trends

### WHAT'S NEXT?

Stable growth will continue for tea, supported by baseline demand

Larger pack sizes of tea expected to become more popular, in part driven by the ongoing expansion of foodservice

Fruit/herbal tea will remain dynamic, driven by flavour varieties and functionality

## COMPETITIVE LANDSCAPE

Ayven Trade and Ahmad Tea remain in close competition with their value-driven brands

Mai Kompanya benefits from growing popularity of its trendy Curtis brand

## 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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[Other Hot Drinks in Uzbekistan](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Value sales supported by high cocoa prices, while volume remains positive and stable

## INDUSTRY PERFORMANCE

Demand for chocolate-based flavoured powder drinks continues from both children and adults

Chocolate-based flavoured powder drinks remains the only category in other hot drinks

## WHAT'S NEXT?

Ongoing demand will support healthy sales over the forecast period

Opportunities for innovations remain in chocolate-based flavoured powder drinks

Chicory drinks show the greatest potential as an emergent category

## COMPETITIVE LANDSCAPE

Nestlé continues to benefit from flagship Nesquik and local Khrutka brands

Nestlé's ongoing growth is enabled by its local Khrutka brand

## 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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