



# Energy Drinks in Uzbekistan

January 2026

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## Energy Drinks in Uzbekistan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Demand for energy drinks rebounds in 2025, following a previous slump

#### INDUSTRY PERFORMANCE

Healthy growth in energy drinks supported by demand for new flavour profiles and convenient formats

Reduced-sugar energy drinks continue to grow, although still remain niche compared to regular variants

#### WHAT'S NEXT?

Energy drinks will maintain a positive momentum, with a return to double-digit volume growth

Innovation in flavours will continue to pique consumers' interest

Social media will remain an important platform for consumer engagement

#### COMPETITIVE LANDSCAPE

Flash Up maintains a strong lead with flavour innovations and active consumer engagement

Emergent Lavina brand enjoys robust growth

#### 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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## Soft Drinks in Uzbekistan - Industry Overview

### EXECUTIVE SUMMARY

Healthy sales overall for soft drinks, as the category rebounds

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Flavour and packaging innovations are key growth drivers in soft drinks

RTD tea benefits from new flavour launches, with Coca-Cola's Fuse Tea leading the way

The rise of other non-cola carbonates is supported by new flavour innovations

#### WHAT'S NEXT?

Ongoing positive sales for soft drinks, supported by economic stabilisation and shifting lifestyle trends

Company activity and product innovation will remain central to the performance of soft drinks

Reduced-sugar variants and underdeveloped categories expected to remain niche

## COMPETITIVE LANDSCAPE

Coca-Cola maintains leading place thanks to strong brand portfolio and frequent innovations  
Lomisi benefits from increased imports of Natakhtari, while Coca-Cola sees a rebound in growth  
Acqua Life Bottlers active in new flavour developments in carbonates

## CHANNELS

Small local grocers continue to play a crucial role to sales  
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