



Soft Drinks in Bangladesh

February 2026

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EXECUTIVE SUMMARY

Growth driven by increased product development, improving economic conditions, and rising purchasing power

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Better cold storage and refrigeration facilities support sales

Ongoing competition from a variety of traditional/unpackaged alternatives

Foodservice sales benefit from rapid urbanisation, rising disposable incomes and busier lifestyles

WHAT'S NEXT?

Improving economic conditions and lower inflation ensure further growth

Increased variety and competitive pricing to boost sales

Improved refrigeration solutions

COMPETITIVE LANDSCAPE

Pran Foods leads, offering products that appeal to consumers of all income levels

Local companies leverage tax and VAT advantages to offer more competitive pricing and drive market development

CHANNELS

Small local grocers lead, while modern grocery retailers gain ground

Informal retailing, counterfeiting and smuggling remain common

Foodservice vs retail split

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COUNTRY REPORTS DISCLAIMER

CARBONATES

Key Data Findings

2025 Developments

Local companies strengthen their position in 2025

Industry Performance

Stable pricing supports growth in 2025

Carbonates remain a popular choice for festive occasions

What's Next?

Improving economic conditions and hot weather support rising demand

Increased marketing activities and promotional offers as growth drivers

Expanding presence of local manufacturers

Competitive Landscape

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Industry Performance

Price increases of imported juice put pressure on sales

Juice drinks (up to 24% juice) by far the most popular product type

What's Next?

A positive outlook for juice

Distribution, product and infrastructure developments to boost sales

Benefits of the parliamentary election in 2026

Competitive Landscape

Pran Foods maintains its lead, enjoying a longstanding reputation for offering good quality at an affordable price

Promotional activities to attract sales

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What's Next?

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Growing focus on healthy living

New production and supply technologies

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Rising demand for electrolyte drinks

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What's Next?

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Industry Performance

Rising demand for powder concentrates

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What's Next?

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Mango and orange to remain the most popular flavours

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RTD TEA

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Industry Performance

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What's Next?

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Competitive Landscape

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2025 Developments

Negligible sales as RTD coffee is neither popular nor widely available

Industry Performance

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2025 Developments

Increased demand in 2025

Industry Performance

Consumers showing greater interest in packaged options

What's Next?

Demand to continue rising in both urban and rural areas

Growth potential with the entrance of new players

Competitive Landscape

Leading players invest in product development, packaging, and marketing

Channels

Small local grocers, modern grocery retailers and tea shops are the leading channels

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