



Soft Drinks in Uganda

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Table of Contents

Soft Drinks in Uganda

EXECUTIVE SUMMARY

Soft drinks continues its upward trajectory

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Youthful demographics, rising middle class and urbanisation fuel demand

Local flavours drive innovation

Sustainability becomes increasingly important

Rising health awareness shapes consumption trends

WHAT'S NEXT?

Population growth and urbanisation will sustain demand

International players will face intensified competition from local brands

Wellness and sustainability will shape future of the industry

COMPETITIVE LANDSCAPE

Sameer and Hariss gain traction

CHANNELS

Small local grocers dominate soft drinks distribution

E-commerce is fastest-growing channel

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 14 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 15 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 16 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 17 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 18 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 19 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 20 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 21 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 22 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 23 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 24 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 25 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 26 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 27 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

CARBONATES IN UGANDA

Key Data Findings

2025 Developments

Carbonates sales rise amid population expansion and urbanisation

Industry Performance

Continued growth, despite competition from bottled water

Reduced sugar-non-cola carbonates grow in popularity

What's Next?

Carbonates will benefit from favourable operating environment

Sustainability will become a key differentiator

Competitive Landscape

Crown Beverages strengthens leadership as competition intensifies

Hariss registers dynamic performance

Channels

Small local grocers continue to dominate distribution

E-commerce leads growth

Category Data

Table 29 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 30 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 31 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 32 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 33 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 34 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 35 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 36 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 37 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 38 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 39 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 40 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 41 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 42 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 43 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

JUICE IN UGANDA

Key Data Findings

2025 Developments

Juice sales expand amid health and wellness trends

Industry Performance

Affordable juice drinks continue to dominate sales

100% juice is most dynamic category

What's Next?

Juice will benefit from wellness and local-sourcing trends

Ugandan government invests UGX40 billion to expand Soroti Fruit Factory

Competitive Landscape

Cola-Cola Beverages retains its lead

Sameer gains ground

Channels

Modern grocery retailers dominate distribution

E-commerce gains traction

Category Data

Table 45 - Off-trade Sales of Juice by Category: Volume 2020-2025

Table 46 - Off-trade Sales of Juice by Category: Value 2020-2025

Table 47 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025

Table 48 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025

Table 49 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025

Table 50 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025

Table 51 - NBO Company Shares of Off-trade Juice: % Value 2021-2025

Table 52 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025

Table 53 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030

Table 54 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030

Table 55 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030

Table 56 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

BOTTLED WATER IN UGANDA

Key Data Findings

2025 Developments

Water quality concerns drive demand

Industry Performance

Demand continues to rise amid continued water quality challenges

Still purified bottled water is key driver of growth

What's New?

Health-conscious shoppers will drive demand

Strategic partnerships will gain importance as competition intensifies

Sustainability will shape future packaging strategies

Competitive Landscape

Coca-Cola Beverages Uganda Ltd leads sales

Crown Beverages expands premium bottled water offerings

Channels

Small local grocers dominate distribution

E-commerce and modern grocery channels gain traction

Category Data

Table 57 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 58 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 59 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 60 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 61 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 62 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 63 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 64 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 65 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 66 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 67 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 68 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

SPORTS DRINKS IN UGANDA

2025 Developments

Sports drinks remains a niche category

Industry Performance

Sales of sports drinks remain negligible in 2025

What's Next?

Sports drinks offer scope for growth

Competitive Landscape

Restricted brand portfolio constrains growth

Channels

Distribution remains limited

Category Data

Table 69 - Off-trade Sales of Sports Drinks: Volume 2020-2025

Table 70 - Off-trade Sales of Sports Drinks: Value 2020-2025

Table 71 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025

Table 72 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025

Table 73 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025

Table 74 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025

Table 75 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025

Table 76 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025

Table 77 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030

Table 78 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030

Table 79 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030

Table 80 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

ENERGY DRINKS IN UGANDA

2025 Developments

Lifestyle appeal drives growth

Key Data Findings

Industry Performance

Continued Growth, Despite Rising Health Concerns

Regular energy drinks lead sales

What's Next?

Further scope for growth, despite health concerns

Sponsorships to drive consumer interest

Competitive Landscape

Hariss International leads energy drinks

Coca-Cola expands its portfolio

Channels

Small local grocers lead distribution

Forecourt retailers and e-commerce serve to widen availability

Category Data

Table 81 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 82 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 83 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 84 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 85 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 86 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 87 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 88 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 89 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 90 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 91 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 92 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

CONCENTRATES IN UGANDA

2025 Developments

Demand for concentrates continues to rise

Key Data Findings

Industry Performance

Concentrates continue to attract price-sensitive consumers

Liquid concentrates remains most popular option

What's Next?

Concentrates set for continued growth

Pearl Dairy Farms expands into powdered concentrates

Competitive Landscape

Britania Allied Industries Ltd leads with Sun-Sip

GlaxoSmithKline Plc's Ribena gains traction

Channels

Small local grocers dominate sales

E-commerce gains popularity

Category Data

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 93 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 94 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 95 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 96 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 97 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2021-2025

Table 98 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 99 - NBO Company Shares of Off-trade Concentrates: % Volume 2021-2025

Table 100 - LBN Brand Shares of Off-trade Concentrates: % Volume 2022-2025

Table 101 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 102 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 103 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 104 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 105 - NBO Company Shares of Off-trade Liquid Concentrates: % Volume 2021-2025

Table 106 - LBN Brand Shares of Off-trade Liquid Concentrates: % Volume 2022-2025

Table 107 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 108 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 109 - NBO Company Shares of Off-trade Powder Concentrates: % Volume 2021-2025

Table 110 - LBN Brand Shares of Off-trade Powder Concentrates: % Volume 2022-2025

Table 111 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 112 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 113 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 114 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

RTD TEA IN UGANDA

2025 Developments

RTD grows from low base amid health and convenience trends

Key Data Findings

Industry Performance

Evolving lifestyles boost demand

Regular variants dominate

What's Next?

RTD tea set for steady growth amid health and convenience trends

E-commerce set to drive growth

Competitive Landscape

Fuze Tea benefits from wide distribution and positive brand image

Kazire Health Products expands its reach

Channels

Supermarkets lead distribution

Modern channels grow in popularity

Category Data

Table 115 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 116 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 117 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 118 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 119 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 120 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 121 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 122 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 123 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 124 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 125 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 126 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

RTD COFFEE IN UGANDA

2025 Developments

RTD coffee struggles to achieve widespread adoption

Industry Performance

RTD coffee sales remain negligible

What's Next?

Consumer uptake will remain minimal

Competitive Landscape

Lack of presence of mainstream brands

Channels

RTD coffee suffers from limited availability

Category Data

Table 127 - Off-trade Sales of RTD Coffee: Volume 2020-2025

Table 128 - Off-trade Sales of RTD Coffee: Value 2020-2025

Table 129 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 130 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 131 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 132 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 133 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 134 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 135 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 136 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 137 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 138 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

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