



Euromonitor
International

Tea in Uzbekistan

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Tea in Uzbekistan - Category analysis

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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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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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