



Euromonitor
International

Hot Drinks in Uganda

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EXECUTIVE SUMMARY

Urbanisation, coffee culture and wellness trends buoy demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Coffee fuels growth
- Affordability outweighs sustainability concerns
- Health and wellness trend gains traction

WHAT'S NEXT?

- Rising middle class, urbanisation and investment in local supply chains will propel growth
- Wellness trends will increasingly shape beverage choices
- Players will embrace digital channels despite rural delivery challenges

COMPETITIVE LANDSCAPE

- Star Café Ltd is leading hot drinks player
- Local players gain traction

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- Traditional outlets dominate hot drinks distribution
- E-commerce sees rapid growth
- Foodservice vs retail split

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COUNTRY REPORTS DISCLAIMER

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COFFEE IN UGANDA

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Industry performance

Instant coffee remains go-to choice for consumers

Fresh coffee grows in popularity

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