



Tea in Uzbekistan

January 2026

Table of Contents

Tea in Uzbekistan - Category analysis

KEY DATA FINDINGS

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

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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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

Foodservice vs retail split

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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