



Euromonitor
International

Spirits in Uzbekistan

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Strong Value Growth Masks Polarisation between Vodka and Modern Spirits

Declining Vodka Sales Drive Diversification in Uzbekistan'S Spirits Market

Lower-Alcohol Preferences and Premiumisation Drive Spirits Diversification

Chart 1 - Shift towards lower-strength alcohol drives diversification in spirits

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Vodka Saturation and Modern Spirits Growth Will Shape a Modest Recovery

Regulatory Tightening and Consumer Shifts Are Set to Reshape Product Strategies

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Afsar Co Ltd Challenges Tashkentvino Ojsc as Innovation Focuses on Vodka

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Food/Drink/Tobacco Specialists Maintain Dominance as Supermarkets Opt Out

Regulatory Barriers Keep E-Commerce Absent From Alcohol Sales

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Uzbekistan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alcoholic Drinks Return to Growth as Beer Drives the Recovery

Chart 14 - Pulsar Lite reflects the shift towards lighter beer options

Consumer Tastes Evolve beyond Vodka Towards Lighter Beer and Premium Spirits

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

Chart 17 - Analyst Insight for Alcoholic Drinks

WHAT'S NEXT?

Moderate Growth Will Be Driven by Diversification Rather Than Higher Consumption

Excise Reforms and Compliance Initiatives Are Set to Reshape Growth Strategies

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Inter Rokhat Jv and Uzcarlsberg Drive Evolving Competition through Strategic Investment and Brand Strength

Design Innovation Becomes a New Source of Competitive Advantage

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Chain Expansions Support the Ongoing Lead of Food/Drink/Tobacco Specialists

Strict Controls Leaves Retail E-Commerce with No Impact on Sales

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 22 - Economic Context for Alcoholic Drinks

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Alcoholic Drinks

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-uzbekistan/report.