



Euromonitor
International

Soft Drinks in Bangladesh

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Table of Contents

EXECUTIVE SUMMARY

Growth driven by increased product development, improving economic conditions, and rising purchasing power

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Better cold storage and refrigeration facilities support sales

Ongoing competition from a variety of traditional/unpackaged alternatives

Foodservice sales benefit from rapid urbanisation, rising disposable incomes and busier lifestyles

WHAT'S NEXT?

Improving economic conditions and lower inflation ensure further growth

Increased variety and competitive pricing to boost sales

Improved refrigeration solutions

COMPETITIVE LANDSCAPE

Pran Foods leads, offering products that appeal to consumers of all income levels

Local companies leverage tax and VAT advantages to offer more competitive pricing and drive market development

CHANNELS

Small local grocers lead, while modern grocery retailers gain ground

Informal retailing, counterfeiting and smuggling remain common

Foodservice vs retail split

MARKET DATA

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

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

Table 28 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

CARBONATES

Key Data Findings

2025 Developments

Local companies strengthen their position in 2025

Industry Performance

Stable pricing supports growth in 2025

Carbonates remain a popular choice for festive occasions

What's Next?

Improving economic conditions and hot weather support rising demand

Increased marketing activities and promotional offers as growth drivers

Expanding presence of local manufacturers

Competitive Landscape

Further steep decline for Coca-Cola in 2025

Channels

Small local grocers valued for their convenience

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

Key Data Findings

2025 Developments

Juice drinks continue to dominate, while other juice types remain niche

Industry Performance

Price increases of imported juice put pressure on sales

Juice drinks (up to 24% juice) by far the most popular product type

What's Next?

A positive outlook for juice

Distribution, product and infrastructure developments to boost sales

Benefits of the parliamentary election in 2026

Competitive Landscape

Pran Foods maintains its lead, enjoying a longstanding reputation for offering good quality at an affordable price

Promotional activities to attract sales

Channels

Small local grocers dominate off-trade sales with their wide reach

Distribution varies by category

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

Key Data Findings

2025 Developments

Stable political climate, steady economy, and low inflation support growth

Industry Performance

Expansion into rural areas

Access to safe drinking water remains limited

What's Next?

Demand to continue rising

Growing focus on healthy living

New production and supply technologies

Competitive Landscape

Domestic brands enjoy trusted reputations for quality

Sales dynamics influenced by retailers' offers

Channels

Small local grocers lead, while supermarkets gain ground

On-trade growth fuelled by increasingly busy lifestyles

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

2025 Developments

Negligible presence; however, demand is on the rise

Industry Performance

Increasingly busy and active lifestyles support sales of sports drinks

Rising demand for electrolyte drinks

What's Next?

Good growth prospects with legal issues resolved

Strong innovation and investment

Lifting of restrictions set to drive sales

Competitive Landscape

Three dynamic companies

Channels

Chemists/pharmacies remain the leading distribution channel

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

Key Data Findings

2025 Developments

Growth constrained by sports drinks, unhealthy image and limited innovation

Industry Performance

Steady volume growth despite challenges

Energy drinks are especially popular among teenagers and young adults

What's Next?

Temporary uplift in the election year of 2026

Rising competition from sports drinks

Growing perception that energy drinks are unhealthy

Competitive Landscape

Domestic players dominate

Red Bull primarily attracts higher-income consumers and tourists

Channels

On-trade sales remain negligible in 2025

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

Key Data Findings

2025 Developments

Powder concentrates continue to gain popularity

Industry Performance

Rising demand for powder concentrates

Sales of liquid concentrates remain negligible

What's Next?

Moderate growth, with higher demand during the summer

Mango and orange to remain the most popular flavours

Little impact of health and wellness trend in concentrates

Competitive Landscape

International and domestic players are both well-represented

Channels

Small grocery stores and wholesale are the leading distribution channels

Category Data

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

2025 Developments

Demand remains limited in 2025

Industry Performance

Negligible market with ongoing preference for hot tea

What's Next?

Lack of demand deters investors

Players will focus on distribution reach and marketing to reach a broader customer base

Competitive Landscape

Limited brand availability

Channels

Supermarkets and e-commerce account for most sales

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

2025 Developments

Negligible sales as RTD coffee is neither popular nor widely available

Industry Performance

Preference for tea limits demand for RTD coffee products

What's Next?

RTD coffee to remain a negligible category

Competitive Landscape

Nestlé Bangladesh is the sole player

Channels

Limited availability of RTD coffee

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

ASIAN SPECIALITY DRINKS

2025 Developments

Increased demand in 2025

Industry Performance

Consumers showing greater interest in packaged options

What's Next?

Demand to continue rising in both urban and rural areas

Growth potential with the entrance of new players

Competitive Landscape

Leading players invest in product development, packaging, and marketing

Channels

Small local grocers, modern grocery retailers and tea shops are the leading channels

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