Euromonitor International

Households: Uganda

October 2025

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HEADLINES

PROSPECTS

Couples with children remain the leading household type, while the average household size is falling
The proportion of rural households remains high in Uganda – well above the regional average
Disposable income projected to rise after 2024 decline, but economic growth remains restricted
Broadband internet access set for rapid growth, as National Broadband Policy promotes connectivity
Housing sector shows modest growth, with rising prices and strong homeownership trends

HOUSEHOLD PROFILE

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