



Euromonitor
International

Soft Drinks in Uganda

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EXECUTIVE SUMMARY

Soft drinks continues its upward trajectory

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Youthful demographics, rising middle class and urbanisation fuel demand

Local flavours drive innovation

Sustainability becomes increasingly important

Rising health awareness shapes consumption trends

WHAT'S NEXT?

Population growth and urbanisation will sustain demand

International players will face intensified competition from local brands

Wellness and sustainability will shape future of the industry

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Industry Performance

Continued growth, despite competition from bottled water

Reduced sugar-non-cola carbonates grow in popularity

What's Next?

Carbonates will benefit from favourable operating environment

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Crown Beverages strengthens leadership as competition intensifies

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