

Uganda Spirits Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The Uganda spirits market size reached US\$ 1.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2.4 Billion by 2028, exhibiting a growth rate (CAGR) of 5.5% during 2023-2028.

Spirits refer to alcoholic beverages that are manufactured by distillation of fermented sugar extracted from cereal grains and fruits. Distilled beverages with more than 10% of alcoholic content fall under the spirit category. They are aged adequately in sealed barrels to have the desired taste, color, and alcohol content. Some of the common varieties of spirits include whiskey, rum, vodka, gin, brandy, etc. In Uganda, various tribes traditionally prepare grain-based alcoholic drinks that are similar to spirits composition. As a result, people in Uganda already have a traditional outlook towards the consumption of alcohol, which has primarily attributed to the growth of the spirits industry in the country.

Uganda Spirits Market Trends:

The increasing penetration of western culture, coupled with elevating levels of urbanization, are primarily driving the demand for spirits in Uganda. In line with this, the emerging trend of socializing and casual drinking, particularly among working professionals and the millennial population, is also propelling the market growth. Moreover, the rising consumer expenditures on premium alcoholic beverages for unique and innovative drinking experiences are further catalyzing the product demand in the country. Besides this, the escalating number of wineries and breweries in Uganda is acting as another significant growth-inducing factor. Additionally, several product manufacturers are launching flavored spirits and mixed beverages with limited alcohol content, particularly for female drinkers, which is further augmenting the market for spirits in Uganda. Moreover, the rise in the availability of spirits due to legal

authorization by government bodies and the evolution of modern retail facilities are accelerating the product demand in the country. In line with this, Uganda's positive economic outlook and increasing footfall of tourists are attracting foreign investments in the HoReCa sector, which is bolstering the sales of alcoholic beverages. Besides this, various brick-and-mortar alcohol shops in the country are utilizing online retail platforms for enhancing their product sales and reaching out to larger masses. Additionally, the introduction of value-added product variants involving bio-degradable packaging solutions and sustainable methods in the manufacturing process is expected to drive the Uganda spirits market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Uganda spirits market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Whiskey
- Vodka
- Gin
- Brandy
- Rum
- Others

Breakup by Distribution Channel:

- On-Trade
- Off-Trade
- Specialist Retailers
- Supermarkets and Hypermarkets
- Online Retail
- Others

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Africa Spirits Limited, Distell, Leading Distillers (U) Ltd (Leading Group of Companies (LGoC)), Pernod Ricard, Premier Distilleries Limited, Uganda Breweries Limited (East African Breweries Limited) and West Nile Distilling (Adrikos).

Key Questions Answered in This Report:

How has the Uganda spirits market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Uganda spirits industry?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the Uganda spirits industry?

What are the key driving factors and challenges in the Uganda spirits industry?

What is the structure of the Uganda spirits industry and who are the key players?

What is the degree of competition in the Uganda spirits industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 UGANDA SPIRITS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Value Trends
 - 5.2.2 Volume Trends
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Distribution Channel
- 5.6 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Whiskey
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast

6.2 Vodka

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Gin

6.3.1 Market Trends

6.3.2 Market Forecast

6.4 Brandy

6.4.1 Market Trends

6.4.2 Market Forecast

6.5 Rum

6.5.1 Market Trends

6.5.2 Market Forecast

6.6 Others

6.6.1 Market Trends

6.6.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 On-Trade

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Off-Trade

7.2.1 Market Trends

7.2.2 Market Breakup by Off-Trade Channels

7.2.2.1 Specialty Retailers

7.2.2.1.1 Market Trends

7.2.2.1.2 Market Forecast

7.2.2.2 Supermarkets and Hypermarkets

7.2.2.2.1 Market Trends

7.2.2.2.2 Market Forecast

7.2.2.3 Online

7.2.2.3.1 Market Trends

7.2.2.3.2 Market Forecast

7.2.2.4 Others

7.2.2.4.1 Market Trends

7.2.2.4.2 Market Forecast

7.2.3 Market Forecast

8 SWOT ANALYSIS

- 8.1 Strengths
- 8.2 Weaknesses
- 8.3 Opportunities
- 8.4 Threats

9 VALUE CHAIN ANALYSIS

10 PORTERS FIVE FORCES ANALYSIS

- 10.1 Overview
- 10.2 Bargaining Power of Buyers
- 10.3 Bargaining Power of Suppliers
- 10.4 Degree of Competition
- 10.5 Threat of New Entrants
- 10.6 Threat of Substitutes

11 COMPETITIVE LANDSCAPE

- 11.1 Market Structure
- 11.2 Key Players
- 11.3 Profile of Key Players
 - 11.3.1 Africa Spirits Limited
 - 11.3.1.1 Company Overview
 - 11.3.1.2 Product Portfolio
 - 11.3.2 Distell
 - 11.3.2.1 Company Overview
 - 11.3.2.2 Product Portfolio
 - 11.3.3 Leading Distillers (U) Ltd (Leading Group of Companies (LGoC))
 - 11.3.3.1 Company Overview
 - 11.3.3.2 Product Portfolio
 - 11.3.4 Pernod Ricard
 - 11.3.4.1 Company Overview
 - 11.3.4.2 Product Portfolio
 - 11.3.5 Premier Distilleries Limited
 - 11.3.5.1 Company Overview
 - 11.3.5.2 Product Portfolio
 - 11.3.6 Uganda Breweries Limited (East African Breweries Limited)
 - 11.3.6.1 Company Overview

- 11.3.6.2 Product Portfolio
- 11.3.7 West Nile Distilling (Adrikos)
 - 11.3.7.1 Company Overview
 - 11.3.7.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Uganda: Spirits Market: Key Industry Highlights, 2022 and 2028

Table 2: Uganda: Spirits Market: Breakup by Product Type (in Million US\$), 2017 & 2022

Table 3: Uganda: Spirits Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 4: Uganda: Spirits Market: Breakup by Distribution Channel (in Million US\$), 2017 & 2022

Table 5: Uganda: Spirits Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 6: Uganda: Spirits Market Structure

Table 7: Uganda: Spirits Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Uganda: Spirits Market: Major Drivers and Challenges

Figure 2: Uganda: Spirits Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Uganda: Spirits Market: Sales Volume (in Million Litres), 2017-2022

Figure 4: Uganda: Spirits Market: Breakup by Product Type (in %), 2022

Figure 5: Uganda: Spirits Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Uganda: Spirits Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 7: Uganda: Spirits Market Forecast: Sales Volume (in Million Litres) 2023-2028

Figure 8: Uganda: Spirits (Whiskey) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Uganda: Spirits (Whiskey) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Uganda: Spirits (Whiskey) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 11: Uganda: Spirits (Whiskey) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 12: Uganda: Spirits (Vodka) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Uganda: Spirits (Vodka) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Uganda: Spirits (Vodka) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 15: Uganda: Spirits (Vodka) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 16: Uganda: Spirits (Gin) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Uganda: Spirits (Gin) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Uganda: Spirits (Gin) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 19: Uganda: Spirits (Gin) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 20: Uganda: Spirits (Brandy) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Uganda: Spirits (Brandy) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Uganda: Spirits (Brandy) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 23: Uganda: Spirits (Brandy) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 24: Uganda: Spirits (Rum) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Uganda: Spirits (Rum) Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 26: Uganda: Spirits (Rum) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 27: Uganda: Spirits (Rum) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 28: Uganda: Spirits (Others) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Uganda: Spirits (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Uganda: Spirits (Others) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 31: Uganda: Spirits (Others) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 32: Uganda: Spirits (On-Trade) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Uganda: Spirits (On-Trade) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Uganda: Spirits (On-Trade) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 35: Uganda: Spirits (On-Trade) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 36: Uganda: Spirits (Off-Trade) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Uganda: Spirits (Off-Trade) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Uganda: Spirits (Off-Trade) Market: Sales Volume (in '000 Litres), 2017 & 2022

Figure 39: Uganda: Spirits (Off-Trade) Market Forecast: Sales Volume (in '000 Litres), 2023-2028

Figure 40: Uganda: Spirits (Off-Trade) Market: Breakup by Distribution Channel (in %), 2022

Figure 41: Uganda: Off-Trade (Specialist Retailers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: Uganda: Off-Trade (Specialist Retailers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Uganda: Off-Trade (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Uganda: Off-Trade (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Uganda: Off-Trade (Online Retail) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Uganda: Off-Trade (Online Retail) Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 47: Uganda: Off-Trade (Other Off-Trade Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Uganda: Off-Trade (Other Off-Trade Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Uganda: Spirits Industry: SWOT Analysis

Figure 50: Uganda: Spirits Industry: Value Chain Analysis

Figure 51: Uganda: Spirits Industry: Porter's Five Forces Analysis

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