



Euromonitor  
International

# Juice in Azerbaijan

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Limited growth and consumer shift to other soft drinks  
Flavour expansion boosts appeal of juice drinks  
Consolidated market dominated by leading local and international players

### PROSPECTS AND OPPORTUNITIES

Slow growth expected due to weak juice-drinking habits  
Limited demand for 100% not-from-concentrate juice  
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