



Juice in Uzbekistan

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- New participants energise off-trade volume sales
- Juice drinks still largely perceived as an indulgence
- Strong distribution and regular product updates help local brands thrive

PROSPECTS AND OPPORTUNITIES

- Off-trade volume sales will surpass their 2019 peak
- Juice drinks will continue to outperform 100% juice and nectars
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