



Euromonitor
International

Energy Drinks in Azerbaijan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing popularity among youth and sports association boost energy drink sales
- Expansion of flavour portfolios to broaden appeal
- Avrora Ltd’s leadership and growing competition from global brands

PROSPECTS AND OPPORTUNITIES

- Widespread accessibility and affordability drive continued growth
- Market maturity necessitates innovation and targeted marketing
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