



**Euromonitor
International**

Energy Drinks in Uzbekistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Introduction of excise tax hammers growth in off-trade volume sales
- New flavours and entrants support category growth
- Frequent product updates and heavy marketing help Flash Up stay on top

PROSPECTS AND OPPORTUNITIES

- Regulation poses a threat to growth
- As competition intensifies, live events and social media will remain key marketing tools
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