

Juice in Azerbaijan

Market Direction | 2024-11-14 | 26 pages | Euromonitor

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Report description:

In 2024, the juice category in Azerbaijan remains largely unchanged, showing slow and flat dynamics. Consumer preferences have shifted little, and the category lacks the innovation or expansion seen in other soft drinks. Limited product innovation, coupled with increasing competition from other, more refreshing soft drinks, has drawn attention away from juice. As a result, the juice market struggles to sustain growth, with consumers increasingly opting for other soft drinks to quench their thirsts...

Euromonitor International's Juice in Azerbaijan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Juice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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