

Sports Nutrition in Azerbaijan

October 2023

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Sports Nutrition in Azerbaijan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

2023 sees volume and value rises for sports nutrition

Local producers struggle to win over consumers

Protein/Energy Bars leads growth with continued rapid rise

PROSPECTS AND OPPORTUNITIES

Volume growth to persist, with untapped niches holding potential

Turkish brands set gain traction

E-Commerce channel will continue to expand as store-based outlets give more shelf space to sports nutrition products

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DISCLAIMER

DEFINITIONS

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