

Soft Drinks in Azerbaijan

November 2024

Table of Contents

Soft Drinks in Azerbaijan

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 15 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 16 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 17 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 18 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 19 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 20 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 21 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 22 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 23 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 24 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 25 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 26 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 27 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 28 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 29 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 30 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 31 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 32 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth driven by health awareness and stable pricing Challenges for flavoured water amid preference for carbonates Local companies lead with diverse offerings and strategic branding

PROSPECTS AND OPPORTUNITIES

Projected growth driven by health consciousness and population expansion

Local brands maintain dominance, with expanding product portfolios

Government initiatives improve tap water access but sustain bottled water demand

CATEGORY DATA

- Table 33 Off-trade Sales of Bottled Water by Category: Volume 2019-2024
- Table 34 Off-trade Sales of Bottled Water by Category: Value 2019-2024
- Table 35 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024
- Table 36 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024
- Table 37 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024
- Table 38 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024
- Table 39 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024
- Table 40 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024
- Table 41 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029
- Table 42 Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029
- Table 43 Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029
- Table 44 Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

Carbonates in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth driven by expansion efforts and moderate price increases Limited demand for reduced-sugar options despite new launches International players strengthen market share through brand loyalty

PROSPECTS AND OPPORTUNITIES

Cola carbonates expected to drive future growth

Changing consumer preferences drive non-traditional flavour demand

Private label to see gradual growth as consumer trust builds

CATEGORY DATA

- Table 45 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 46 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 47 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 48 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 49 Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 50 Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 51 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 52 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024
- Table 53 Sales of Carbonates by Total Fountain On-trade: Volume 2019-2024
- Table 54 Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 55 NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 56 LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 57 NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 58 LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 59 Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 60 Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

- Table 61 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 62 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 63 Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2024-2029
- Table 64 Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2024-2029

Concentrates in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in liquid concentrates

Powder concentrates struggling with growth

Dominance of Russian brands

PROSPECTS AND OPPORTUNITIES

Limited growth potential for concentrates

Continued decline of liquid concentrates

Potential revival of powder concentrates with health-focused offerings

CATEGORY DATA

Concentrates Conversions

- Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 65 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
- Table 66 Off-trade Sales of Concentrates by Category: Value 2019-2024
- Table 67 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
- Table 68 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
- Table 69 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2020-2024
- Table 70 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
- Table 71 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
- Table 72 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
- Table 73 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
- Table 74 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
- Table 75 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
- Table 76 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
- Table 77 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
- Table 78 Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
- Table 79 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
- Table 80 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

Juice in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth and consumer shift to other soft drinks

Flavour expansion boosts appeal of juice drinks

Consolidated market dominated by leading local and international players

PROSPECTS AND OPPORTUNITIES

Slow growth expected due to weak juice-drinking habits

Limited demand for 100% not-from-concentrate juice

Decline in nectars as consumers shift to juice drinks and 100% juice

CATEGORY DATA

- Table 81 Off-trade Sales of Juice by Category: Volume 2019-2024
- Table 82 Off-trade Sales of Juice by Category: Value 2019-2024
- Table 83 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024
- Table 84 Off-trade Sales of Juice by Category: % Value Growth 2019-2024
- Table 85 NBO Company Shares of Off-trade Juice: % Volume 2020-2024
- Table 86 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024
- Table 87 NBO Company Shares of Off-trade Juice: % Value 2020-2024
- Table 88 LBN Brand Shares of Off-trade Juice: % Value 2021-2024
- Table 89 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029
- Table 90 Forecast Off-trade Sales of Juice by Category: Value 2024-2029
- Table 91 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029
- Table 92 Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

RTD Coffee in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing coffee culture drives demand for RTD coffee

Energy drinks continue to compete with RTD coffee

Dominance of affordable international brands

PROSPECTS AND OPPORTUNITIES

Strong growth potential for RTD coffee

Competitive landscape set to remain stable

Expanding retail and urbanisation drive demand

CATEGORY DATA

- Table 93 Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 94 Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 95 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 96 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 97 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 98 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 99 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 100 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 101 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 102 Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 103 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 104 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

RTD Tea in Azerbaijan

KEY DATA FINDINGS

2024 DEVELOPMENTS

The cultural and health appeal of RTD tea

The expansion of flavour offerings

Dominance of international brands and emerging local competitors

PROSPECTS AND OPPORTUNITIES

Seasonal growth with strong consumer awareness

Market leadership by Fuse Tea and Baku Coca-Cola Bottlers Ltd

Limited appeal of reduced-sugar options

CATEGORY DATA

- Table 105 Off-trade Sales of RTD Tea by Category: Volume 2019-2024
- Table 106 Off-trade Sales of RTD Tea by Category: Value 2019-2024
- Table 107 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024
- Table 108 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024
- Table 109 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024
- Table 110 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024
- Table 111 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024
- Table 112 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024
- Table 113 Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029
- Table 114 Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029
- Table 115 Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029
- Table 116 Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

Energy Drinks in Azerbaijan

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

Limited demand for reduced-sugar options as full-sugar remains preferred

CATEGORY DATA

- Table 117 Off-trade Sales of Energy Drinks: Volume 2019-2024
- Table 118 Off-trade Sales of Energy Drinks: Value 2019-2024
- Table 119 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024
- Table 120 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024
- Table 121 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024
- Table 122 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024
- Table 123 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024
- Table 124 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024
- Table 125 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029
- Table 126 Forecast Off-trade Sales of Energy Drinks: Value 2024-2029
- Table 127 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029
- Table 128 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- · Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

- of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-azerbaijan/report.