



Euromonitor
International

Wine in Azerbaijan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand remains robust despite slowdown in on-trade consumption
Local speciality and premium varieties are prominent among new launches
Off-trade distribution share of small local grocers continues to fall

PROSPECTS AND OPPORTUNITIES

Healthy growth in total volume sales projected
Local brands will continue to account for largest share of wine consumption
Premiumisation trend likely to become more ingrained

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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