



# Cider/Perry in Azerbaijan

June 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Cider/perry consumption continues to plummet  
Carlsberg remains the dominant player with its Somersby brand  
Distribution still heavily concentrated in the supermarkets channel

### PROSPECTS AND OPPORTUNITIES

Lack of cider-drinking culture in Azerbaijan will continue to limit demand  
Competitive threat posed by flavoured/mixed lager and RTDs expected to increase  
New product development activity likely to remain negligible

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Retail developments  
On-trade vs off-trade split  
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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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