

# Tobacco in Azerbaijan

June 2025

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- JTI Caucasus LLC’s recovery driven by strategic focus on premium products
- Small local grocers lead due to widespread accessibility and convenience

## PROSPECTS AND OPPORTUNITIES

Stable performance due to steady smoking prevalence

Heated tobacco has strong potential to emerge as a major competitor to traditional cigarettes

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Modest growth of a niche category

Strong brand portfolio ensures Cahan Tobacco International MMC leads cigars and cigarillos

Food/drink/tobacco specialists offer a wide range of products, trusted quality and expert advice

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Strong e-commerce growth

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