



Euromonitor
International

Spirits in Azerbaijan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Weakening demand for vodka drags down overall performance of spirits
Ganja-Sharab Wine Factory maintains sizeable overall lead in volume terms
Small local grocers remains the dominant retail distribution channel

PROSPECTS AND OPPORTUNITIES

Maturity of vodka will continue to limit overall growth prospects
Off-trade consumption likely to increase fastest in majority of categories
More local producers expected to expand their focus beyond vodka and brandy

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Alcoholic Drinks in Azerbaijan - Industry Overview

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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

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Contraband/parallel trade

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