



# RTD Tea in Azerbaijan

November 2023

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## RTD Tea in Azerbaijan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Category sales performance linked to marketing support  
Preference for sweet beverages creates little demand for reduced-sugar options  
Local brands perform well but foreign brands dominate the landscape

#### PROSPECTS AND OPPORTUNITIES

Modest growth for RTD tea in upcoming period  
Marketing strategies and classic flavours are key to future growth  
Carbonated RTD tea has limited appeal

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