



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Azerbaijan

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Moderate decline in processed meat sales due to economic pressures
- Structural changes at Viciunai Group affect processed seafood offerings
- Growing demand for seafood driven by health-conscious consumers

PROSPECTS AND OPPORTUNITIES

- Raw material shortages may constrain shelf-stable seafood production
- Processed poultry demand expected to rise alongside health trends
- Horeca channels drive demand for frozen processed meat

CATEGORY DATA

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Staple Foods in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

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- Key trends in 2024
- Competitive Landscape
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- What next for staple foods?

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DISCLAIMER

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Summary 1 - Research Sources

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