

# Wine in Azerbaijan

June 2023

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## Wine in Azerbaijan - Category analysis

### **KEY DATA FINDINGS**

### 2022 DEVELOPMENTS

Wine continues its recovery in 2022 as tourist flows improve and all restrictions are lifted

Other sparkling wine most dynamic in 2022, driven by Prosecco

Large distributors expanding their wine portfolios

## PROSPECTS AND OPPORTUNITIES

Azerbaijan drives the setting up of the Iter Vitis Qafqaz transnational wine tourism route

Russian player Abrau-Durso planning wine industry investments in Azerbaijan

Government continues to support the local wine industry, with a new winery in Karabakh in the pipeline

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On-trade vs off-trade split

What next for alcoholic drinks?

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Legal purchasing age and legal drinking age

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Advertising

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On-trade establishments

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## **DISCLAIMER**

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