

# Beer in Azerbaijan

June 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

On-trade sales continue their recovery in 2022, off-trade sales down but still above pre-pandemic levels

Carlsberg continues to push its Baltika 0 brand

Carlsberg in the midst of a near USD15 million investment programme in Azerbaijan

#### PROSPECTS AND OPPORTUNITIES

Positive growth expected throughout the forecast period in both the on- and off-trade

Small local grocers will remain the main distribution channel, but likely to continue losing share to supermarkets

Beer expected to remain a focus for new product developments in the local alcoholic drinks industry

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