

Cider/Perry in Azerbaijan

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry recovery seems to have run out of steam already in 2022
Beer, and flavoured/mixed lager in particular, a major competitor to cider
Per capita consumption of cider/perry remains extremely low in Azerbaijan

PROSPECTS AND OPPORTUNITIES

Undeveloped nature of the local cider category likely to hold back sales
Females will likely remain the main target audience for cider/perry
No imminent likelihood of non-alcoholic cider/perry appearing

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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