

Spirits in Azerbaijan

June 2023

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Spirits in Azerbaijan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vodka, the dominant product in spirits, records declining sales in 2022
Local players lead spirits thanks to their strong presence in vodka
Agsu “appellation” one of the most popular innovations in vodka in recent times

PROSPECTS AND OPPORTUNITIES

Stagnation expected for spirits over the forecast period
Imported spirits will outperform vodka in the coming years
Avrora looking to add the Jim Beam bourbon brand to its already extensive portfolio of imported spirits brands

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Alcoholic Drinks in Azerbaijan - Industry Overview

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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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