

# Rtds in Azerbaijan

June 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

On-trade continues its strong recovery in RTDs in 2022  
RTDs remains a minor alcoholic drinks category in Azerbaijan  
Competition from flavoured/mixed lager

### PROSPECTS AND OPPORTUNITIES

Growth expected for RTDs, but these products will remain a niche category  
Gin's popularity in cocktails and mixes offers potential but also competition  
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On-trade vs off-trade split  
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Advertising  
Smoking ban  
Opening hours  
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