

Carbonates in Azerbaijan

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Flavour innovation drives growth

INDUSTRY PERFORMANCE

Continued growth for carbonates
Regular cola carbonates is strongest performer

WHAT'S NEXT?

Regular cola will drive growth in carbonates
Flavour innovation will outpace health-based formulations
Baku Coca-Cola Bottlers Ltd will remain resilient

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers continues to dominate sales
A+Co MMC sees strongest performance

CHANNELS

Small local grocers continue to lead sales
E-commerce and convenience stores lead growth

CATEGORY DATA

Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025
Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025
Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025
Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025
Table 5 - Off-trade Sales of Carbonates by Category: Volume 2020-2025
Table 6 - Off-trade Sales of Carbonates by Category: Value 2020-2025
Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025
Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025
Table 9 - Sales of Carbonates by Total Fountain On-trade: Volume 2020-2025
Table 10 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2020-2025
Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025
Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025
Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025
Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025
Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030
Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030
Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030
Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030
Table 19 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2025-2030
Table 20 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2025-2030

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EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Steady growth despite rising price sensitivity
RTD tea leads volume growth
Flavour exploration drives momentum

WHAT'S NEXT

Affordability and shifting lifestyle trends will support ongoing expansion
Product innovation will be key growth driver
Traditional preferences will limit growth of niche offerings

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers leads sales
A+Co MMC is most dynamic performer
Local players gain traction

CHANNELS

Small local grocers leads distribution
Convenience stores lead growth
E-commerce sees continued expansion
Foodservice vs retail split

MARKET DATA

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025
Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025
Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025
Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025
Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025
Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025
Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025
Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025
Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025
Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025
Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025
Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025
Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025
Table 35 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025
Table 36 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025
Table 37 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025
Table 38 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025
Table 39 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025
Table 40 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025
Table 41 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025
Table 42 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025
Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030
Table 44 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030
Table 45 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030
Table 46 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030
Table 47 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030
Table 48 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030
Table 49 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030
Table 50 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030
Table 51 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

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SOURCES

Summary 1 - Research Sources

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