



Euromonitor
International

Soft Drinks in Azerbaijan

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EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

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Flavour exploration drives momentum

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Product innovation will be key growth driver

Traditional preferences will limit growth of niche offerings

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Baku Coca-Cola Bottlers leads sales

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[Bottled Water in Azerbaijan](#)

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Demand remains resilient amid tap water quality concerns

INDUSTRY PERFORMANCE

Growth is sustained by infrastructural challenges and changing consumer lifestyles

Sparkling water sees rapid growth

WHAT'S NEXT?

Persistent concerns over tap water quality will ensure steady demand

Sparkling flavoured varieties will be main focus of innovation

Demand will remain resilient, despite infrastructure investments aimed at improving water quality

COMPETITIVE LANDSCAPE

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[Carbonates in Azerbaijan](#)

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Continued growth for carbonates

Regular cola carbonates is strongest performer

WHAT'S NEXT?

Regular cola will drive growth in carbonates

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Baku Coca-Cola Bottlers Ltd will remain resilient

COMPETITIVE LANDSCAPE

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[Concentrates in Azerbaijan](#)

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INDUSTRY PERFORMANCE

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Powder concentrates fail to expand sales beyond older audience

WHAT'S NEXT?

Concentrates will struggle to gain traction amid limited innovation and engagement

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COMPETITIVE LANDSCAPE

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[Juice in Azerbaijan](#)

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[RTD Coffee in Azerbaijan](#)

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RTD coffee benefits from growing coffee culture

Energy drinks continue to compete with RTD coffee

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RTD coffee offers significant innovation potential

Energy drinks will continue to pose strong competition

COMPETITIVE LANDSCAPE

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[RTD Tea in Azerbaijan](#)

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2025 DEVELOPMENTS

Innovation and affordability fuel demand

INDUSTRY PERFORMANCE

RTD tea sees rapid growth

Regular still RTD tea dominates sales

WHAT'S NEXT?

Buoyant growth will continue, despite seasonal demand

Consumers will seek unconventional flavours

Still RTD will continue to dominate sales

COMPETITIVE LANDSCAPE

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[Energy Drinks in Azerbaijan](#)

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Energy drinks benefit from association with active lifestyles
Regular energy drinks dominate sales with interest in reduced sugar variants remaining limited

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