



Euromonitor
International

Other Hot Drinks in Azerbaijan

November 2025

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Other Hot Drinks in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited growth amid emerging diversification

INDUSTRY PERFORMANCE

Modest growth for other hot drinks

Chicory gains traction

WHAT'S NEXT?

Lack of innovation will limit growth

Chocolate-based drinks will remain child-focused, with untapped potential amongst older consumers

Chicory could offer growth potential

COMPETITIVE LANDSCAPE

Nestlé Azerbaijan Ltd holds sway

Competition remains limited

CHANNELS

Small local grocers remains key channel

Convenience stores and e-commerce lead growth

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Hot Drinks in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Hot drinks sees rising diversification

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INDUSTRY PERFORMANCE

Positive value growth amid rising inflation

Coffee leads growth, fuelled by rising café culture

Fruit/herbal tea gains momentum through wellness positioning and flavour innovation

Other hot drinks registers relatively weak performance

WHAT'S NEXT?

Steady value growth through rising demand and diversification

Coffee to lead hot drinks growth on back of premiumisation trends

Competitive landscape will remain stable

COMPETITIVE LANDSCAPE

Sun-Tea Azerbaijan maintains leadership
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Fruit/herbal tea players expand from small base

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