



Baked Goods in Azerbaijan

November 2025

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Baked Goods in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods maintains strong growth momentum

INDUSTRY PERFORMANCE

Baked goods benefits from daily consumption and rising number of fresh offerings

Pastries leads growth

WHAT'S NEXT?

Daily consumption habits and increased number of in-store bakeries will sustain growth

Rising interest in functional and sustainable offerings

E-commerce will be key growth driver for baked goods

COMPETITIVE LANDSCAPE

Veyseloglu leads baked goods, while artisanal products dominate value sales

RKK Trade OOO taps into consumer preference for affordable, yet high-quality offerings

CHANNELS

Small local grocers continues to lose share to supermarkets

Online retail strengthens from low base

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Staple Foods in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Staple foods remains resilient amid inflationary pressures

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INDUSTRY PERFORMANCE

Convenience and expansion of modern retail drives expansion

Economic pressures support demand for affordably-priced staples

Urban consumers drive demand for health-focused offerings

WHAT'S NEXT?

Ongoing urbanisation and steady demand will support growth

Price sensitivity will remain high

Health and sustainability trends will begin to shape consumer preferences

COMPETITIVE LANDSCAPE

Viciunai Group maintains leadership

Kerevitas MMC and RKK Trade OOO lead growth

Private label enhances competition in staple foods

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Modern retail gains ground as small local grocers lose share

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