



Euromonitor
International

Cider/Perry in Azerbaijan

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Cider/Perry Collapses Following Withdrawal of Commercial Support

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Cider/Perry Is Set to Face Structural Contraction with No Recovery in Sight

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg Azerbaijan Reduces Investment in Its Cider/Perry Brand Somersby

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Supermarkets Lose a Slight Share as Shoppers Shift to Convenience Retailers

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cider/Perry

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cider/Perry

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Azerbaijan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alcoholic Drinks Growth Slows as Premiumisation Supports Value Gains

Spirits Diversify through Flavour Innovation and New Formats

Premiumisation Intensifies Competition through Value-Led Positioning

Chart 13 - A+Co Mmc Responds to Premium and Organic Vodka Trends with Yakor

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Alcoholic Drinks Shift Will Record Value-Led Growth Amid Changing Consumption Patterns

Premiumisation and Cocktail Culture Will Be Key Drivers of Growth across the Forecast Period

Chart 16 - Analyst Insight for Alcoholic Drinks

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Carlsberg Azerbaijan Maintains Its Lead through Portfolio and Distribution

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Supermarkets Gain Ground as Traditional Trade Loses Share to Modern Formats

Retail E-Commerce Expansion Is Limited by Urban Focus and Slow Rural Adoption

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 21 - Economic Context for Alcoholic Drinks

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Alcoholic Drinks

Chart 25 - Population 2020-2030

Chart 26 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cider-perry-in-azerbaijan/report.