Snacks in Azerbaijan

EXECUTIVE SUMMARY
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Key trends in 2023
Competitive Landscape
Channel developments
What next for snacks?

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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Chocolate Confectionery in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Healthy volume growth, in spite of high inflation
Supply disruptions due to war in Ukraine
Local companies benefit from supply disruption and increased import tax

PROSPECTS AND OPPORTUNITIES
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Gum in Azerbaijan

KEY DATA FINDINGS

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Sugar Confectionery in Azerbaijan

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Lollipops fare best

PROSPECTS AND OPPORTUNITIES
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More focus on healthier positioning
Boiled sweets weak performer

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Ice Cream in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Modest increase in volume sales
Local players gain further value share
Decline in volume sales for take-home ice cream and ice cream desserts

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Inexpensive brands more in demand.
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Players push to increase consumption during winter months

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Savoury Snacks in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Healthy volume growth, in spite of high inflation
Potato chips remain most popular salty snack
No change in competitive landscape in 2023

PROSPECTS AND OPPORTUNITIES
Healthy constant value growth, with more niche products performing strongly
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**Key Data Findings**

### 2023 Developments

Healthy volume growth, supported by high number of affordable local brands.

Local players gain further value share

Dried fruit holds its own

### Prospects and Opportunities

Healthy constant value growth, as sweet biscuits in particular seen as affordable snack

Products with functional ingredients a key growth area over the forecast period

Significant growth for protein/energy bars, though from low base

### Category Data

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