Staple Foods in Azerbaijan

EXECUTIVE SUMMARY
Staple foods in 2023: The big picture
Key trends in 2023
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Channel developments
What next for staple foods?

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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Baked Goods in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fall in constant value sales, as profit margins hit by rising costs
Highly-fragmented landscape, with the majority share held by artisanal independents
Imported brands have significant value share in cakes and pastries

PROSPECTS AND OPPORTUNITIES
Bread continues to be an important part of the daily diet.
Increased competition in packaged cakes
Growing interest in healthier bread products

CATEGORY DATA
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2023 DEVELOPMENTS

Value growth, as breakfast cereals still have room for growth
Nestlé maintains lead thanks to the strength of its overall portfolio
Hot cereals registers highest value growth, though from low base

PROSPECTS AND OPPORTUNITIES

Further growth in immature product area
Imported brands continue to dominate
Children's breakfast cereal weakest performer

CATEGORY DATA

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Processed Fruit and Vegetables in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shelf stable vegetables accounts for most volume sales.
Frozen vegetables register healthy growth
Qafqaz-Konserv Zavodu remains clear leader

PROSPECTS AND OPPORTUNITIES

Local brands continue to lead
Peas will register healthy growth
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CATEGORY DATA

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Processed Meat, Seafood and Alternatives To Meat in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Profit margins hit, with constant value sales falling
Viciunai Group maintains its lead in 2023
Frozen processed seafood registers highest volume growth.

PROSPECTS AND OPPORTUNITIES
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Poultry strong performer in processed meat
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Rice, Pasta and Noodles in Azerbaijan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Rice still accounts for most volume sales
Miad remains outright leader, due to large portfolio
New look noodle brand Doshirak gains significant value share

PROSPECTS AND OPPORTUNITIES
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Rice noodles growing trend
Retail developments set to support growth

CATEGORY DATA
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