Euromonitor International

Processed Meat, Seafood and Alternatives To Meat in Azerbaijan

November 2025

Processed Meat, Seafood and Alternatives To Meat in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and quality considerations drive growth

INDUSTRY PERFORMANCE

Retail expansion drives sales

Frozen processed red meat leads growth

WHAT'S NEXT?

Scope for further expansion

Health and quality concerns will shape consumer preferences

Sustainability concerns to impact manufacturer innovation

COMPETITIVE LANDSCAPE

Viciunai Group maintains leadership

Dardanel Onentas leads growth through modern distribution and targeted marketing campaigns

CHANNELS

Small local grocers hold onto share amid rising competition from modern retailers

Retail e-commerce shows continued dynamism

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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Staple Foods in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Staple foods remains resilient amid inflationary pressures

KEY DATA FINDINGS

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

CHANNELS

Modern retail gains ground as small local grocers lose share
E-commerce shows strong potential, but structural barriers remain
Development of omnichannel strategies continue apace

MARKET DATA

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SOURCES

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