

Concentrates in Azerbaijan

December 2022

Table of Contents

Concentrates in Azerbaijan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Concentrates witnesses falling consumption amid geopolitical tensions

Liquid concentrates faces competition from carbonates

Single-serve formats and functional drinks attempt to woo consumers

PROSPECTS AND OPPORTUNITIES

Flat performance anticipated as marketing supports dwindle

Fruit and berry flavours, based on traditional kissels, remain the most popular in powder concentrates

Geopolitical situation in the region will impact supply of products

CATEGORY DATA

Concentrates Conversions

Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 2 - Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 3 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2018-2022

Table 6 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 7 - NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 8 - LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 9 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 10 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 11 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 12 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 15 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 16 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

Soft Drinks in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 22 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 26 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 27 - Off-trade Sales of Soft Drinks by Category: Value 2017-2022
Table 28 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
Table 29 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
Table 30 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022
Table 35 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022
Table 36 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022
Table 37 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027
Table 38 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027
Table 41 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027
Table 42 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027
Table 43 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027
Table 44 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027
Table 45 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027
Table 46 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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