

# Ice Cream and Frozen Desserts in Azerbaijan

June 2021

Table of Contents

## Ice Cream and Frozen Desserts in Azerbaijan - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Buoyant recovery after dismal performance in 2020  
Camal maintains its lead due to its wide range of both local and imported brands  
Traditional flavours account for majority of value sales

#### PROSPECTS AND OPPORTUNITIES

Very healthy constant value growth over forecast period  
Players will try to reduce seasonality of demand over the forecast period  
Multi-pack dairy ice cream benefits from increasing availability through modern grocery retailers

#### CATEGORY DATA

Table 1 - Sales of Ice Cream and Frozen Desserts by Category: Volume 2016-2021  
Table 2 - Sales of Ice Cream and Frozen Desserts by Category: Value 2016-2021  
Table 3 - Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2016-2021  
Table 4 - Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2016-2021  
Table 5 - NBO Company Shares of Ice Cream and Frozen Desserts: % Value 2017-2021  
Table 6 - LBN Brand Shares of Ice Cream and Frozen Desserts: % Value 2018-2021  
Table 7 - NBO Company Shares of Ice Cream: % Value 2017-2021  
Table 8 - LBN Brand Shares of Ice Cream: % Value 2018-2021  
Table 9 - Distribution of Ice Cream and Frozen Desserts by Format: % Value 2016-2021  
Table 10 - Distribution of Ice Cream by Format: % Value 2016-2021  
Table 11 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Volume 2021-2026  
Table 12 - Forecast Sales of Ice Cream and Frozen Desserts by Category: Value 2021-2026  
Table 13 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Volume Growth 2021-2026  
Table 14 - Forecast Sales of Ice Cream and Frozen Desserts by Category: % Value Growth 2021-2026

## Snacks in Azerbaijan - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2021: The big picture  
Key trends in 2021  
Competitive landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 15 - Sales of Snacks by Category: Volume 2016-2021  
Table 16 - Sales of Snacks by Category: Value 2016-2021  
Table 17 - Sales of Snacks by Category: % Volume Growth 2016-2021  
Table 18 - Sales of Snacks by Category: % Value Growth 2016-2021  
Table 19 - NBO Company Shares of Snacks: % Value 2017-2021  
Table 20 - LBN Brand Shares of Snacks: % Value 2018-2021  
Table 21 - Distribution of Snacks by Format: % Value 2016-2021  
Table 22 - Forecast Sales of Snacks by Category: Volume 2021-2026  
Table 23 - Forecast Sales of Snacks by Category: Value 2021-2026  
Table 24 - Forecast Sales of Snacks by Category: % Volume Growth 2021-2026  
Table 25 - Forecast Sales of Snacks by Category: % Value Growth 2021-2026

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## SOURCES

### Summary 1 - Research Sources

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