

Wine in Azerbaijan

July 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Off- and on-trade demand rebounds with easing of pandemic and related restrictions
Pomegranate wine remains a favourite among Azerbaijanis
Younger wine drinkers increasingly willing to experiment and trade up

PROSPECTS AND OPPORTUNITIES

Development of Azerbaijan's wine drinking culture should continue to boost demand
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Further gains likely for local wine brands

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Alcoholic Drinks in Azerbaijan - Industry Overview

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On-trade vs off-trade split
What next for alcoholic drinks?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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