

Wine in Azerbaijan

Market Direction | 2022-07-07 | 24 pages | Euromonitor

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Report description:

In addition to being a staple at large social gatherings such as weddings and parties, wine is traditionally among the alcoholic drinks most commonly consumed when Azerbaijanis come together with friends and family in smaller numbers in private homes, particularly during meals. As a result, this category was especially hard hit by lockdown measures and the observance of social distancing rules introduced to curb the spread of COVID-19 in 2020, with off- and on-trade volume sales declining at dou...

Euromonitor International's Wine in Azerbaijan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wine market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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WINE IN AZERBAIJAN

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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

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