

## **Alcoholic Drinks in Azerbaijan**

Market Direction | 2023-06-28 | 61 pages | Euromonitor

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### **Report description:**

In 2022, the recovery from COVID-19 as well as from the political events of 2020 continued to be seen in alcoholic drinks in Azerbaijan. A strong recovery in the tourism industry as COVID-19 restrictions were eased and then completely lifted continued to positively impact the on-trade channel in particular in 2022. The economic situation, including rising GDP, also continued to positively influence most categories in alcoholic drinks. At the same time, modern categories that are aimed at the you...

Euromonitor International's Alcoholic Drinks 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, 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 Alcoholic Drinks 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.

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BEER IN AZERBAIJAN

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2022 DEVELOPMENTS

On-trade sales continue their recovery in 2022, off-trade sales down but still above pre-pandemic levels

Carlsberg continues to push its Baltika 0 brand

Carlsberg in the midst of a near USD15 million investment programme in Azerbaijan

PROSPECTS AND OPPORTUNITIES

Positive growth expected throughout the forecast period in both the on- and off-trade

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No imminent likelihood of non-alcoholic cider/perry appearing

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Competition from flavoured/mixed lager

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