

Beer in Azerbaijan

Market Direction | 2023-06-28 | 30 pages | Euromonitor

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Report description:

In 2022, beer showed a positive trend, with total volume sales recording a modest increase, driven by a strong performance in the on-trade. The recovery of the market due to the restoration of tourist flows as well as a generally more stable political situation after the events of 2020 had a positive effect on sales of beer in 2022, in the on-trade, at least.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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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KEY DATA FINDINGS

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

Small local grocers will remain the main distribution channel, but likely to continue losing share to supermarkets

Beer expected to remain a focus for new product developments in the local alcoholic drinks industry

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