

## **Soft Drinks in Azerbaijan**

Market Direction | 2023-11-30 | 72 pages | Euromonitor

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### **Report description:**

In 2023, soft drinks posted robust volume growth in both retail and the on-trade. Per capita consumption is rising due to population growth, the development of the modern trade and improvements in distribution. Carbonates continues to be the largest category in retail volume terms, with cola carbonates steadily gaining appeal thanks to the heavy marketing investment from international players, namely Baku Coca-Cola Bottlers Ltd. Other non-cola carbonates posted modest growth in 2023, aided by th...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft 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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reliable information resources to help drive informed strategic planning.

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