

Soft Drinks in Azerbaijan

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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.

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Soft Drinks in Azerbaijan
Euromonitor International
May 2024

List Of Contents And Tables

SOFT DRINKS IN AZERBAIJAN

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 19 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 20 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 21 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 22 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 25 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 26 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 27 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 28 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 29 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 30 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation and population growth boost consumption of carbonates

Reduced-sugar remains a niche category

Coca-Cola assert its strong lead in carbonates

PROSPECTS AND OPPORTUNITIES

Steady growth ahead as on-trade fully recovers from pandemic

Global brands to steer performance of non-cola carbonates

Affordable indulgence to drive appeal of carbonates

CATEGORY DATA

Table 31 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 32 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 33 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 34 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 35 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 36 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 37 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 38 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 39 Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 40 ☐Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 41 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 42 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 43 ☐NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 44 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 45 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 46 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 47 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 48 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 49 ☐Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 50 ☐Forecast Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2023-2028

JUICE IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail juice consumption remains stagnant as on-trade recovery continues

Limited product innovation stifles growth

Juice category led by local players with well-known brands

PROSPECTS AND OPPORTUNITIES

Slow growth expected in upcoming years

Juice drinks to lead category development

Competition from fresh fruit juices due to the hot climate

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 51 Off-trade Sales of Juice by Category: Volume 2018-2023
 Table 52 Off-trade Sales of Juice by Category: Value 2018-2023
 Table 53 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
 Table 54 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
 Table 55 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
 Table 56 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
 Table 57 NBO Company Shares of Off-trade Juice: % Value 2019-2023
 Table 58 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
 Table 59 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
 Table 60 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028
 Table 61 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
 Table 62 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

BOTTLED WATER IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water enjoys steady growth despite price rises

Lack of product innovation in 2023

Local players lead in bottled water

PROSPECTS AND OPPORTUNITIES

Health and wellbeing concerns to boost growth in bottled water

Flavoured water category is limited by absence of major players

Poor quality of tap water presents opportunity for bulk water

CATEGORY DATA

Table 63 Off-trade Sales of Bottled Water by Category: Volume 2018-2023
 Table 64 Off-trade Sales of Bottled Water by Category: Value 2018-2023
 Table 65 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
 Table 66 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
 Table 67 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
 Table 68 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
 Table 69 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
 Table 70 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
 Table 71 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
 Table 72 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
 Table 73 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
 Table 74 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

SPORTS DRINKS IN AZERBAIJAN

2023 DEVELOPMENTS

ENERGY DRINKS IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady pace of growth ensues in energy drinks

Energy drinks alter formulas to avoid tax levy

Local players lead in energy drinks

PROSPECTS AND OPPORTUNITIES

Mature status will result in slower volume growth

Reduced sugar energy drinks to remain a niche

Prices to remain stable enabling energy drinks to compete with carbonates

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 75 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 76 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 77 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 78 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 79 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 80 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 81 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 82 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 83 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 84 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 85 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 86 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

CONCENTRATES IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates largely considered an outdated drink

Liquid concentrates up against strong competition from carbonates

Powder concentrates focuses on tradition

PROSPECTS AND OPPORTUNITIES

Ongoing volume decline as products suffer from outdated appeal

Concentrates to remain highly fragmented

Powder concentrates will deliver mainly kisel products

CATEGORY DATA

Concentrates Conversions

Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 87 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 88 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 89 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 90 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 91 NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 92 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 93 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 94 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 95 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 96 □LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 97 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 98 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 99 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 100 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 101 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 102 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

RTD TEA IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category sales performance linked to marketing support

Preference for sweet beverages creates little demand for reduced-sugar options

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Local brands perform well but foreign brands dominate the landscape

PROSPECTS AND OPPORTUNITIES

Modest growth for RTD tea in upcoming period

Marketing strategies and classic flavours are key to future growth

Carbonated RTD tea has limited appeal

CATEGORY DATA

Table 103 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 104 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 105 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 106 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 107 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 108 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 109 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 110 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 111 Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 112 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 113 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 114 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

RTD COFFEE IN AZERBAIJAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Emerging coffee culture drives development of RTD coffee

Modern retail expansion supports RTD coffee

Affordability and widespread distribution supports leading brands

PROSPECTS AND OPPORTUNITIES

Rising coffee consumption to drive sales of RTD coffee

Modern channel expansion to bolster demand for RTD coffee

Strong competition from energy drinks

CATEGORY DATA

Table 115 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 116 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 117 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 118 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 119 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 120 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 121 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 122 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 123 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 124 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 125 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 126 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Soft Drinks in Azerbaijan

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com