

Soft Drinks in Azerbaijan

November 2023

Table of Contents

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 2022

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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

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

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 31 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 32 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 33 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 34 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 35 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 36 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 37 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 38 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 39 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 40 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 41 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 42 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

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

Table 44 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 45 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 46 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 47 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 48 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 49 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 50 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 51 - Sales of Carbonates by Total Fountain On-trade: Volume 2018-2023

Table 52 - Sales of Carbonates by Total Fountain On-trade: % Volume Growth 2018-2023

Table 53 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 54 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 55 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 56 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 57 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 58 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 59 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 60 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 61 - Forecast Sales of Carbonates by Total Fountain On-trade: Volume 2023-2028

Table 62 - Forecast Sales of Carbonates by Total Fountain On-trade: % Volume 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 63 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 64 - Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 65 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 66 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 67 - NBO Company Shares of Off-trade Concentrates (RTD): % Volume 2019-2023

Table 68 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 69 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 70 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 71 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 72 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 73 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 74 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 75 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 76 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 77 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 78 - Forecast Off-trade Sales of Concentrates by Category: % Value 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

Table 79 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 80 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 81 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 82 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 83 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 84 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 85 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 86 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 87 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 88 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 89 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 90 - Forecast Off-trade Sales of Juice 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 91 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 92 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 93 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 94 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 95 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 96 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 97 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 98 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 99 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 100 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 101 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 102 - Forecast Off-trade Sales of RTD Coffee: % 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

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

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

CATEGORY DATA

Table 115 - Off-trade Sales of Energy Drinks: Volume 2018-2023
 Table 116 - Off-trade Sales of Energy Drinks: Value 2018-2023
 Table 117 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
 Table 118 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
 Table 119 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
 Table 120 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
 Table 121 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
 Table 122 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
 Table 123 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
 Table 124 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
 Table 125 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
 Table 126 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-azerbaijan/report.