

Rtds in Azerbaijan

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade continues its strong recovery in RTDs in 2022
RTDs remains a minor alcoholic drinks category in Azerbaijan
Competition from flavoured/mixed lager

PROSPECTS AND OPPORTUNITIES

Growth expected for RTDs, but these products will remain a niche category
Gin's popularity in cocktails and mixes offers potential but also competition
Could current popularity of Prosecco help with the development of wine-based RTDs?

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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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