



Euromonitor
International

Bottled Water in Azerbaijan

November 2025

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2025 DEVELOPMENTS

Demand remains resilient amid tap water quality concerns

INDUSTRY PERFORMANCE

Growth is sustained by infrastructural challenges and changing consumer lifestyles

Sparkling water sees rapid growth

WHAT'S NEXT?

Persistent concerns over tap water quality will ensure steady demand

Sparkling flavoured varieties will be main focus of innovation

Demand will remain resilient, despite infrastructure investments aimed at improving water quality

COMPETITIVE LANDSCAPE

Babek Sirab Ltd retains its lead

Azersun Holding MMC gains traction through new launches

CHANNELS

Small local grocers remain key to bottled water sales

E-commerce sees rapid growth, while convenience stores hold considerable potential

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EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

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INDUSTRY PERFORMANCE

Steady growth despite rising price sensitivity

RTD tea leads volume growth

Flavour exploration drives momentum

WHAT'S NEXT

Affordability and shifting lifestyle trends will support ongoing expansion

Product innovation will be key growth driver

Traditional preferences will limit growth of niche offerings

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers leads sales

A+Co MMC is most dynamic performer

Local players gain traction

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