

# Carbonates in Azerbaijan

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Flavour innovation drives growth

INDUSTRY PERFORMANCE

Continued growth for carbonates  
Regular cola carbonates is strongest performer

WHAT'S NEXT?

Regular cola will drive growth in carbonates  
Flavour innovation will outpace health-based formulations  
Baku Coca-Cola Bottlers Ltd will remain resilient

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers continues to dominate sales  
A+Co MMC sees strongest performance

CHANNELS

Small local grocers continue to lead sales  
E-commerce and convenience stores lead growth

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EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

KEY DATA FINDINGS

## 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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Small local grocers leads distribution  
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