



# Carbonates in Azerbaijan

November 2025

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## Carbonates in Azerbaijan - Category analysis

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#### 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

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Small local grocers continue to lead sales

E-commerce and convenience stores lead growth

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## Soft Drinks in Azerbaijan - Industry Overview

### EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

### KEY DATA FINDINGS

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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  
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