



Concentrates in Azerbaijan

November 2025

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Concentrates in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates face declining demand as RTD alternatives gain ground

INDUSTRY PERFORMANCE

Concentrates remains undeveloped

Powder concentrates fail to expand sales beyond older audience

WHAT'S NEXT?

Concentrates will struggle to gain traction amid limited innovation and engagement

Liquid concentrates will continue to lose ground to more appealing RTD alternatives

Powder concentrates has potential to attract health-focused consumers

COMPETITIVE LANDSCAPE

Proksima ZAO leads fragmented landscape

Leovit Nutrio drives growth through health and wellness focus

CHANNELS

Small local grocers remain vital in hard-to-reach areas

Convenience stores holds considerable potential

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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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