



Euromonitor  
International

# Hot Drinks in Azerbaijan

November 2025

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### EXECUTIVE SUMMARY

Hot drinks sees rising diversification

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Positive value growth amid rising inflation

Coffee leads growth, fuelled by rising café culture

Fruit/herbal tea gains momentum through wellness positioning and flavour innovation

Other hot drinks registers relatively weak performance

### WHAT'S NEXT?

Steady value growth through rising demand and diversification

Coffee to lead hot drinks growth on back of premiumisation trends

Competitive landscape will remain stable

### COMPETITIVE LANDSCAPE

Sun-Tea Azerbaijan maintains leadership

Coffee players gain traction

Fruit/herbal tea players expand from small base

### CHANNELS

Small local grocers leads distribution despite competition from supermarkets

Convenience store channel gains momentum

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee culture expands across urban Azerbaijan

INDUSTRY PERFORMANCE

Coffee gains cultural ground  
Fresh coffee leads growth

WHAT'S NEXT?

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Instant coffee mixes to retain largest volume share, supported by affordability

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2025 DEVELOPMENTS

Tea remains Azerbaijan's cultural cornerstone

INDUSTRY PERFORMANCE

Black tea retains its popularity amid growing diversification  
Fruit/herbal tea leads growth, driven by health and flavour trends

WHAT'S NEXT?

Traditional tea-drinking habits will sustain growth  
Loose black tea will continue to dominate sales  
Fruit/herbal to lead value growth, driven by health trends and flavour innovation

#### COMPETITIVE LANDSCAPE

Sun-Tea Azerbaijan retains its dominance  
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[Other Hot Drinks in Azerbaijan](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Limited growth amid emerging diversification

#### INDUSTRY PERFORMANCE

Modest growth for other hot drinks  
Chicory gains traction

#### WHAT'S NEXT?

Lack of innovation will limit growth  
Chocolate-based drinks will remain child-focused, with untapped potential amongst older consumers  
Chicory could offer growth potential

#### COMPETITIVE LANDSCAPE

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