



Euromonitor
International

Tea in Azerbaijan

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Tea in Azerbaijan - Category analysis

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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

Tea players gain traction through investment in niche offerings

CHANNELS

Small local grocers hold sway in face of growing competition from modern grocery chains

Convenience stores emerges as most dynamic channel

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Hot drinks sees rising diversification

KEY DATA FINDINGS

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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
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Fruit/herbal tea players expand from small base

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