



Euromonitor
International

Cigarettes in Azerbaijan

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sharp rise in illicit trade in 2024
- JTI Caucasus LLC's recovery driven by strategic focus on premium products
- Small local grocers lead due to widespread accessibility and convenience

PROSPECTS AND OPPORTUNITIES

- Stable performance due to steady smoking prevalence
- Heated tobacco has strong potential to emerge as a major competitor to traditional cigarettes
- Brands that invest in innovation, product design, and flavour diversification are well-positioned to outperform the market

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

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Point-of-sale display bans

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DISCLAIMER

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