



Euromonitor  
International

# Juice in Azerbaijan

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Juice drinks drive modest growth amid price sensitivity

### INDUSTRY PERFORMANCE

Juice sales see modest gains amid price pressures

Juice drinks benefits from affordability and alignment with local taste preferences

### WHAT'S NEXT?

Slow growth in context of continued consumer price sensitivity

Flavour innovation will drive momentum in juice drinks

Demand for 100% juice will be constrained by preference for fresh fruit

### COMPETITIVE LANDSCAPE

Mars retains its lead

Cappy brand makes further gains

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Small local grocers remain key in rural areas

Shift towards modern retail channels

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[Soft Drinks in Azerbaijan - Industry Overview](#)

## 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/juice-in-azerbaijan/report](http://www.euromonitor.com/juice-in-azerbaijan/report).