



Euromonitor
International

RTD Tea in Azerbaijan

November 2025

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RTD Tea in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and affordability fuel demand

INDUSTRY PERFORMANCE

RTD tea sees rapid growth

Regular still RTD tea dominates sales

WHAT'S NEXT?

Buoyant growth will continue, despite seasonal demand

Consumers will seek unconventional flavours

Still RTD will continue to dominate sales

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers leads with Fuse Tea

Enna MMC creates a Buzz

CHANNELS

Small local grocers remains leading channel, amid growing competition from supermarkets

E-commerce leads growth

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Soft Drinks in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

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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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