



# Processed Fruit and Vegetables in Azerbaijan

November 2025

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## Processed Fruit and Vegetables in Azerbaijan - Category analysis

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#### 2025 DEVELOPMENTS

Home-cooking and convenience trends drive growth

#### INDUSTRY PERFORMANCE

Urban lifestyles boost demand for processed produce

Frozen processed potatoes benefits most from convenience trend

#### WHAT'S NEXT?

E-commerce expansion and affordability will support demand

Frozen processed potatoes will lead growth

Better-for-you and eco-friendly options to gain traction

#### COMPETITIVE LANDSCAPE

Qafqaz-Konserv Zavodu MMC retains its lead amid rising competition from private label

Kerevitas MMC leads growth

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Staple foods remains resilient amid inflationary pressures

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Convenience and expansion of modern retail drives expansion

Economic pressures support demand for affordably-priced staples

Urban consumers drive demand for health-focused offerings

#### WHAT'S NEXT?

Ongoing urbanisation and steady demand will support growth

Price sensitivity will remain high

Health and sustainability trends will begin to shape consumer preferences

## COMPETITIVE LANDSCAPE

Viciunai Group maintains leadership

Kerevitas MMC and RKK Trade OOO lead growth

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