Euromonitor International

Rice, Pasta and Noodles in Azerbaijan

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional rice remains central growth driver

INDUSTRY PERFORMANCE

Buoyant growth, alongside easing of supply chain challenges in noodles
Traditional rice remains integral part of local cuisine

COMPETITIVE LANDSCAPE

Miad General Trading Ltd maintains its lead
Bismak Senayi Kompleksi MMC is most dynamic player

CHANNELS

Small local grocers retain dominance as supermarkets gain share
E-commerce leads growth through improved delivery and digital tools

WHAT'S NEXT?

Retailer expansion will boost sales
Noodles to lead growth
Shift towards healthier, more natural offerings

CATEGORY DATA

Table 1 - Sales of Rice, Pasta and Noodles by Category: Volume 2020-2025
Table 2 - Sales of Rice, Pasta and Noodles by Category: Value 2020-2025
Table 3 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2020-2025
Table 4 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2020-2025
Table 5 - Sales of Instant Noodles by Leading Flavours: Rankings 2020-2025
Table 6 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2021-2025
Table 7 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2022-2025
Table 8 - NBO Company Shares of Rice: % Value 2021-2025
Table 9 - LBN Brand Shares of Rice: % Value 2022-2025
Table 10 - NBO Company Shares of Pasta: % Value 2021-2025
Table 11 - LBN Brand Shares of Pasta: % Value 2022-2025
Table 12 - NBO Company Shares of Noodles: % Value 2021-2025
Table 13 - LBN Brand Shares of Noodles: % Value 2022-2025
Table 14 - Distribution of Rice, Pasta and Noodles by Format: % Value 2020-2025
Table 15 - Distribution of Rice by Format: % Value 2020-2025
Table 16 - Distribution of Pasta by Format: % Value 2020-2025
Table 17 - Distribution of Noodles by Format: % Value 2020-2025
Table 18 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2025-2030
Table 19 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2025-2030
Table 20 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2025-2030
Table 21 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Staple foods remains resilient amid inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Private label enhances competition in staple foods

CHANNELS

Modern retail gains ground as small local grocers lose share

E-commerce shows strong potential, but structural barriers remain

Development of omnichannel strategies continue apace

MARKET DATA

COUNTRY REPORTS DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rice-pasta-and-noodles-in-azerbaijan/report.