



Cooking Ingredients and Meals in Azerbaijan

November 2025

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Cooking Ingredients and Meals in Azerbaijan

EXECUTIVE SUMMARY

Azerbaijan's cooking ingredients and meals market driven by convenience and local demand

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INDUSTRY PERFORMANCE

Edible oils lead growth amid rising prices

International flavours and premium innovations drive demand for sauces, dips and condiments

Cultural traditions sustain strong demand for sweet spreads

WHAT'S NEXT?

Consumer price sensitivity will shape future demand

Global culinary trends to influence product innovation

Private label growth expected in sweet spreads

COMPETITIVE LANDSCAPE

Baku Yag & Gida Senaye ASC leads the market

Assko MMC emerges as the most dynamic player

CHANNELS

Modern retail gains ground as small local grocers lose share

E-commerce shows strong potential, but structural barriers remain

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Azerbaijan's edible oils market navigates price pressures with growing premium demand

INDUSTRY PERFORMANCE

Rising costs drive up value sales in edible oils

Sunflower oil remains essential

Corn oil sees fastest growth

WHAT'S NEXT?

Local production and population growth to support future sales
Expected shift towards premium and functional products
Modern technologies to improve quality and shelf life

COMPETITIVE LANDSCAPE

Baku Yag & Gida Senaye ASC leads sales
Assko MMC stands out as the most dynamic player

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INDUSTRY PERFORMANCE

Convenience drives demand for meals and soups
Shelf stable ready meals leads sales
Frozen pizza gains ground

WHAT'S NEXT?

Convenience to drive continued growth in meals and soups
Consumers will look to combine convenience with health benefits
Digital engagement to shape future brand and retail strategies

COMPETITIVE LANDSCAPE

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Sauces outperform market with new flavours and premium offerings

WHAT'S NEXT?

Demand will rise for healthier ingredients and international flavours
Digital tools to support future growth

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Robust growth for sweet spreads, supported by promotions and wider availability
Jams and preserves lead growth through premiumisation and cultural relevance

WHAT'S NEXT?

Sweet spreads set for steady growth on back of premiumisation trends
Ingredient transparency will support further growth

COMPETITIVE LANDSCAPE

Qafqaz-Konserv Zavodu maintains leadership in sweet spreads
Nutella drives Ferrero's dynamic performance amid strong private label growth

CHANNELS

Supermarkets gain ground on small local grocers
E-commerce shows continued dynamism

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