



Euromonitor
International

Staple Foods in Azerbaijan

November 2025

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Staple Foods in Azerbaijan

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

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Baked goods maintains strong growth momentum

INDUSTRY PERFORMANCE

Baked goods benefits from daily consumption and rising number of fresh offerings

Pastries leads growth

WHAT'S NEXT?

Daily consumption habits and increased number of in-store bakeries will sustain growth

Rising interest in functional and sustainable offerings

E-commerce will be key growth driver for baked goods

COMPETITIVE LANDSCAPE

Veyseloglu leads baked goods, while artisanal products dominate value sales

RKK Trade OOO taps into consumer preference for affordable, yet high-quality offerings

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Urbanisation and health awareness drive growth but tradition limits penetration

INDUSTRY PERFORMANCE

Urban consumers fuel growth despite endurance of traditional breakfast habits

Children's breakfast cereals gain traction

WHAT'S NEXT?

Urbanisation to support growth but sales will remain underdeveloped

Health and wellness trends will impact demand

New products to offer blend of convenience and functionality

COMPETITIVE LANDSCAPE

Nestlé leads with trusted brands

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INDUSTRY PERFORMANCE

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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

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INDUSTRY PERFORMANCE

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Health and quality concerns will shape consumer preferences

Sustainability concerns to impact manufacturer innovation

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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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?

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-azerbaijan/report.

