



Euromonitor
International

Meals and Soups in Azerbaijan

November 2025

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Meals and Soups in Azerbaijan - Category analysis

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2025 DEVELOPMENTS

Azerbaijan's meals and soups market rises as consumers are drawn to time-saving options

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

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Avrora Ltd maintains leadership

Oyak sees stand-out performance

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Supermarkets leads distribution of meals and soups

E-commerce is fastest-growing channel

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Cooking Ingredients and Meals in Azerbaijan - Industry Overview

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

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Modern retail gains ground as small local grocers lose share

E-commerce shows strong potential, but structural barriers remain

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