



Passport

Cider/Perry in Azerbaijan

Euromonitor International

July 2022

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Some content and data have been
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CIDER/PERRY IN AZERBAIJAN - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Cider/perry shows modest recovery but remains A niche category in Azerbaijan

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High unit prices continue to limit appeal of cider/perry

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Female consumers and seasonal drinking habits could offer growth opportunities

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PROSPECTS AND OPPORTUNITIES

Cider/perry consumption set to decline throughout the forecast period

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Competition from flavoured/mixed lager likely to intensify

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Expansion of modern grocery retailers may help to increase interest in cider/perry

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CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2016-2021

'000 litres

	2016	2017	2018	2019	2020	2021
Cider/Perry	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Cider/Perry: Total Value 2016-2021

AZN million

	2016	2017	2018	2019	2020	2021
Cider/Perry	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Cider/Perry: % Total Volume Growth 2016-2021

% total volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Cider/Perry	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Cider/Perry: % Total Value Growth 2016-2021

% local currency, current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Cider/Perry	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

'000 litres

	2016	2017	2018	2019	2020	2021
Off-trade	Data removed from sample					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

AZN million

	2016	2017	2018	2019	2020	2021
Off-trade	Data removed from sample					
On-trade						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	Data removed from sample		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Off-trade	Data removed from sample		
On-trade			
Total			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021

% total volume

Company	2017	2018	2019	2020	2021
	Data removed from sample				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

% total volume

Company	2017	2018	2019	2020	2021
	Data removed from sample				

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

% total volume Brand (Global Brand Owner)	Company	2018	2019	2020	2021
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Forecast Sales of Cider/Perry: Total Volume 2021-2026

'000 litres	2021	2022	2023	2024	2025	2026
Cider/Perry	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 13 Forecast Sales of Cider/Perry: Total Value 2021-2026

AZN million	2021	2022	2023	2024	2025	2026
Cider/Perry	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

% total volume growth	2021/22	2021-26 CAGR	2021/26 Total
Cider/Perry	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

% local currency, constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
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Cider/Perry

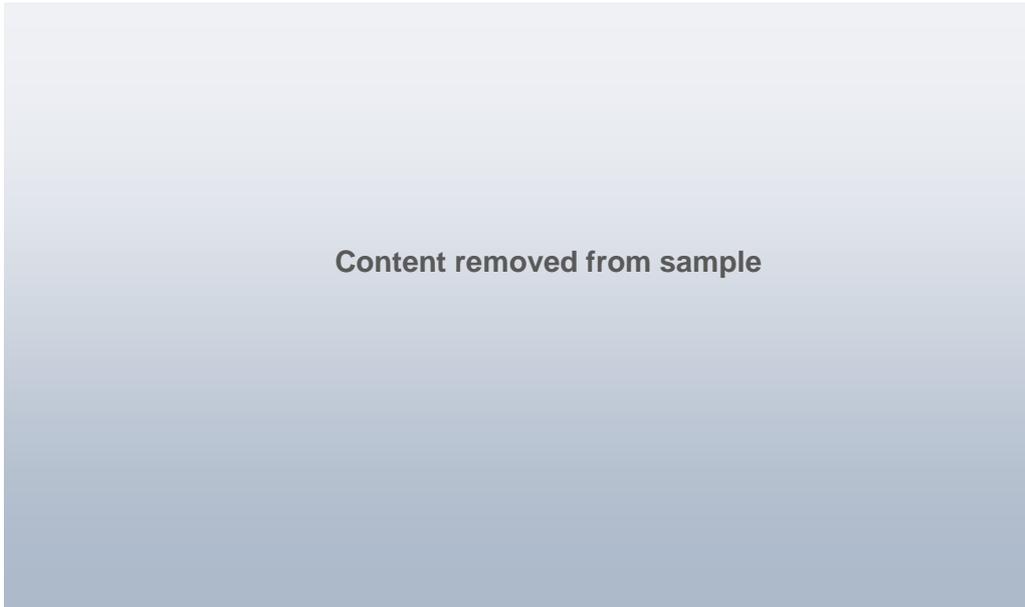
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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

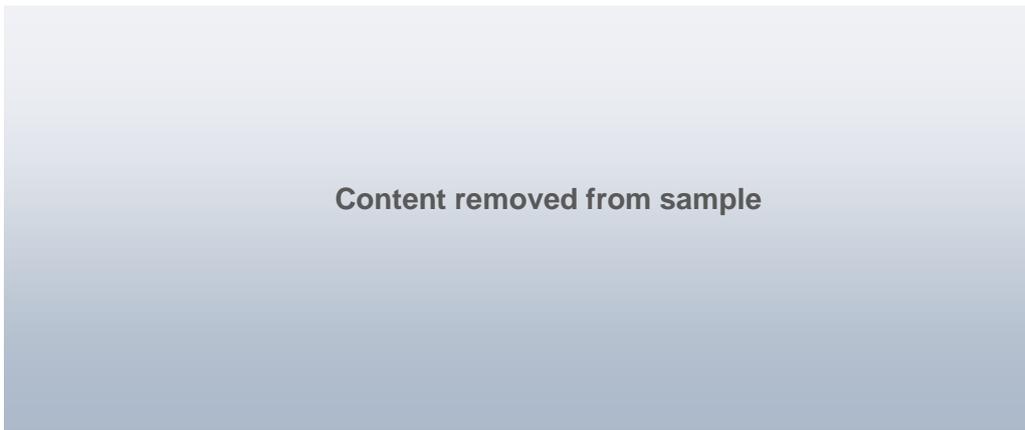
ALCOHOLIC DRINKS IN AZERBAIJAN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

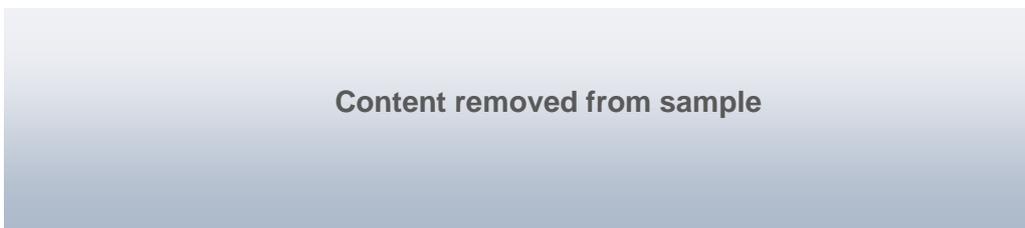
Alcoholic drinks in 2021: The big picture

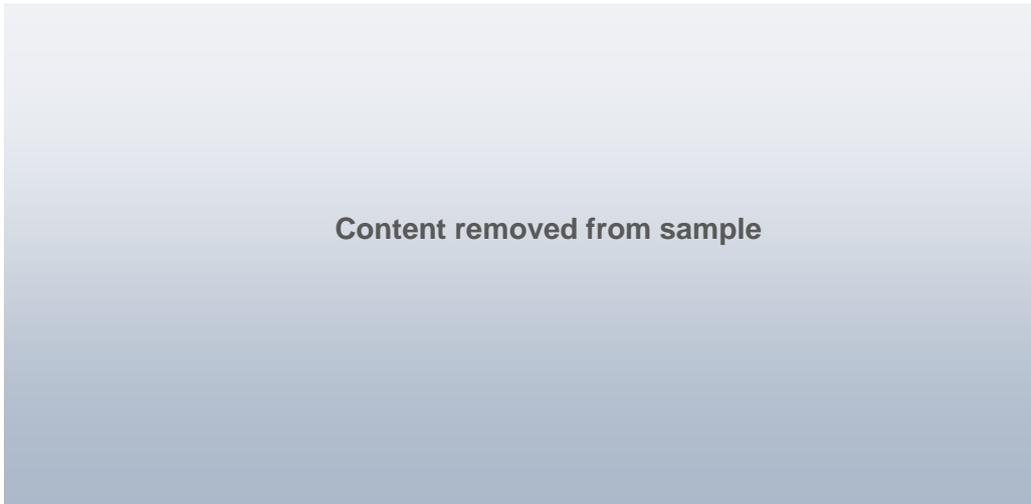


2021 key trends

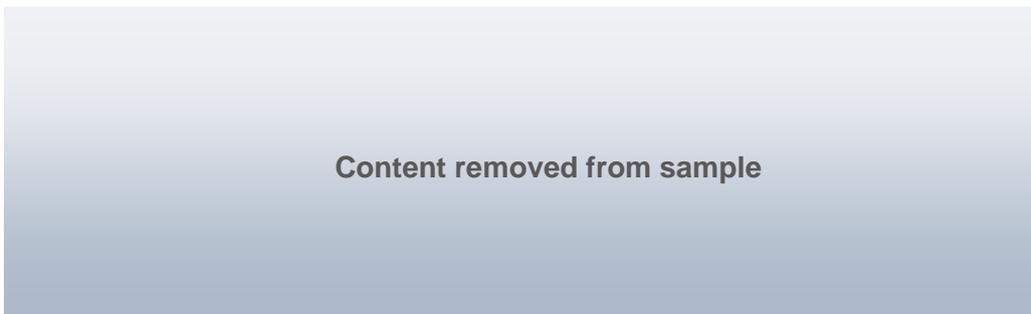


Competitive landscape

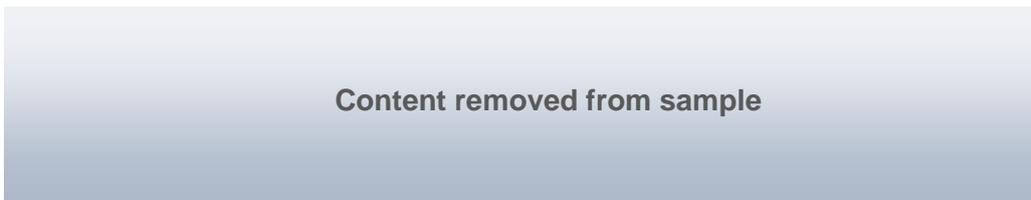




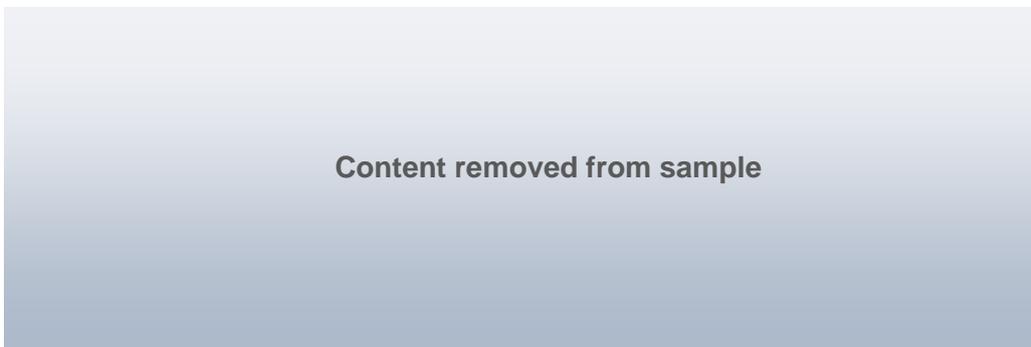
Retailing developments



On-trade vs off-trade split



What next for alcoholic drinks?



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MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

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Drink driving

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Advertising

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Smoking ban

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Opening hours

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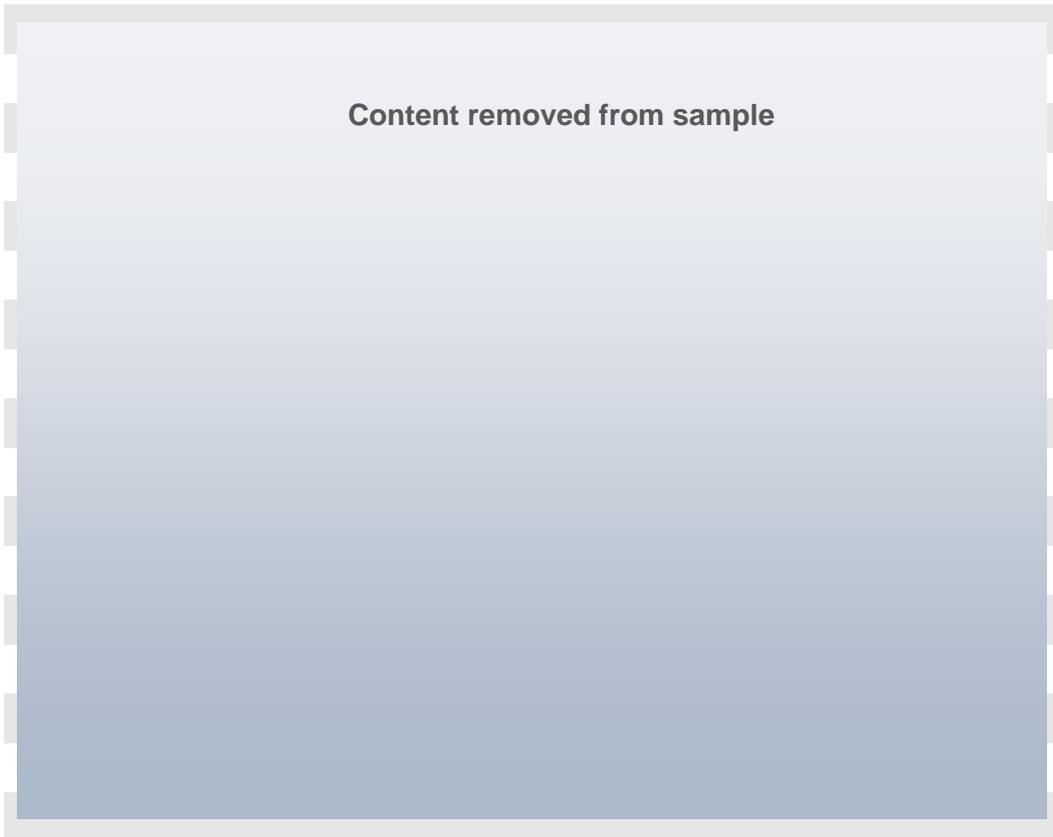
On-trade establishments

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TAXATION AND DUTY LEVIES

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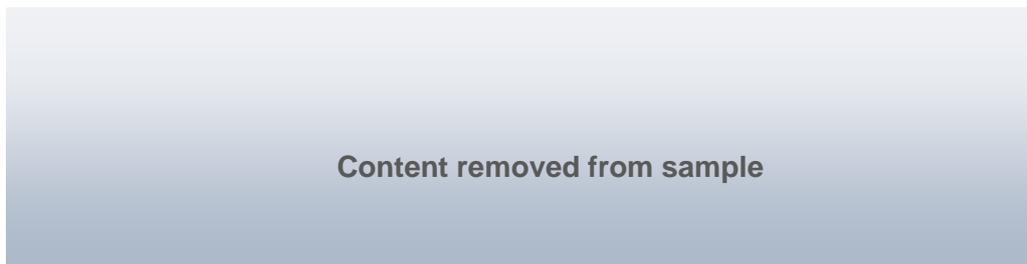
Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021



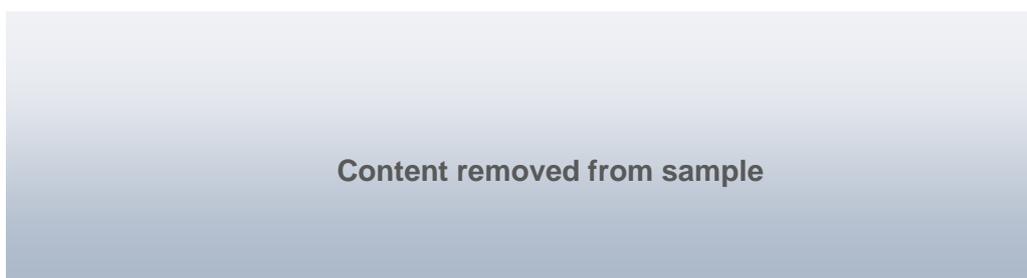
Source: Euromonitor International

OPERATING ENVIRONMENT

Contraband/parallel trade



Duty free



Cross-border/private imports

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KEY NEW PRODUCT LAUNCHES

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Outlook

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MARKET INDICATORS

Table 16 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

AZN million

	2016	2017	2018	2019	2020	2021
Total	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: 2021 data is forecast

MARKET DATA

Table 17 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

	2016	2017	2018	2019	2020	2021
Beer (million litres)	Data removed from sample					
Cider/Perry ('000 litres)	Data removed from sample					
RTDs ('000 litres)	Data removed from sample					
Spirits ('000 litres)	Data removed from sample					

Wine (million litres)
Alcoholic Drinks
(million litres)

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

AZN million

2016 2017 2018 2019 2020 2021

Beer
Cider/Perry
RTDs
Spirits
Wine
Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

% total volume growth

2020/21 2016-21 CAGR 2016/21 Total

Beer
Cider/Perry
RTDs
Spirits
Wine
Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

% local currency, current value growth

2020/21 2016-21 CAGR 2016/21 Total

Beer
Cider/Perry
RTDs
Spirits
Wine
Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Off-trade On-trade Total

Beer (million litres)
 Cider/Perry ('000 litres)
 RTDs ('000 litres)
 Spirits ('000 litres)
 Wine (million litres)
 Alcoholic Drinks (million litres)

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

AZN million

Off-trade On-trade Total

Beer
 Cider/Perry
 RTDs
 Spirits
 Wine
 Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

% volume analysis

Off-trade On-trade Total

Beer
 Cider/Perry
 RTDs
 Spirits
 Wine
 Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

% value analysis

Off-trade On-trade Total

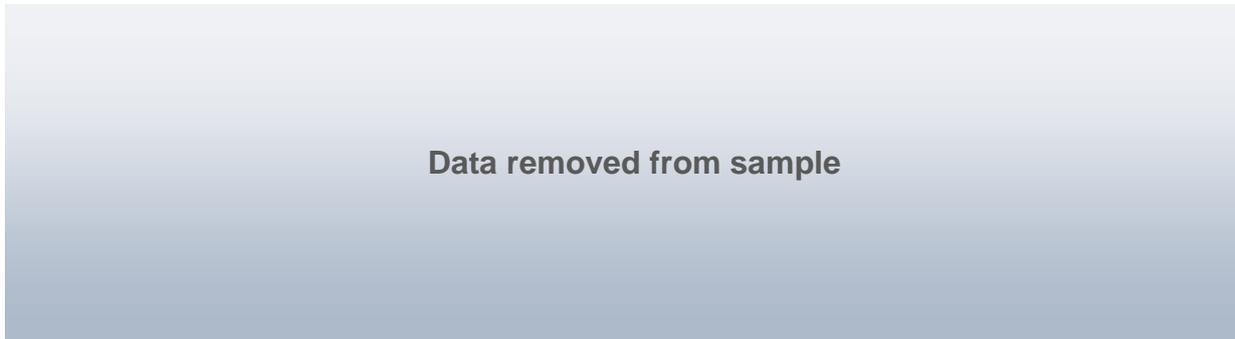
Beer
 Cider/Perry
 RTDs
 Spirits
 Wine
 Alcoholic Drinks

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

% total volume Company	2017	2018	2019	2020	2021
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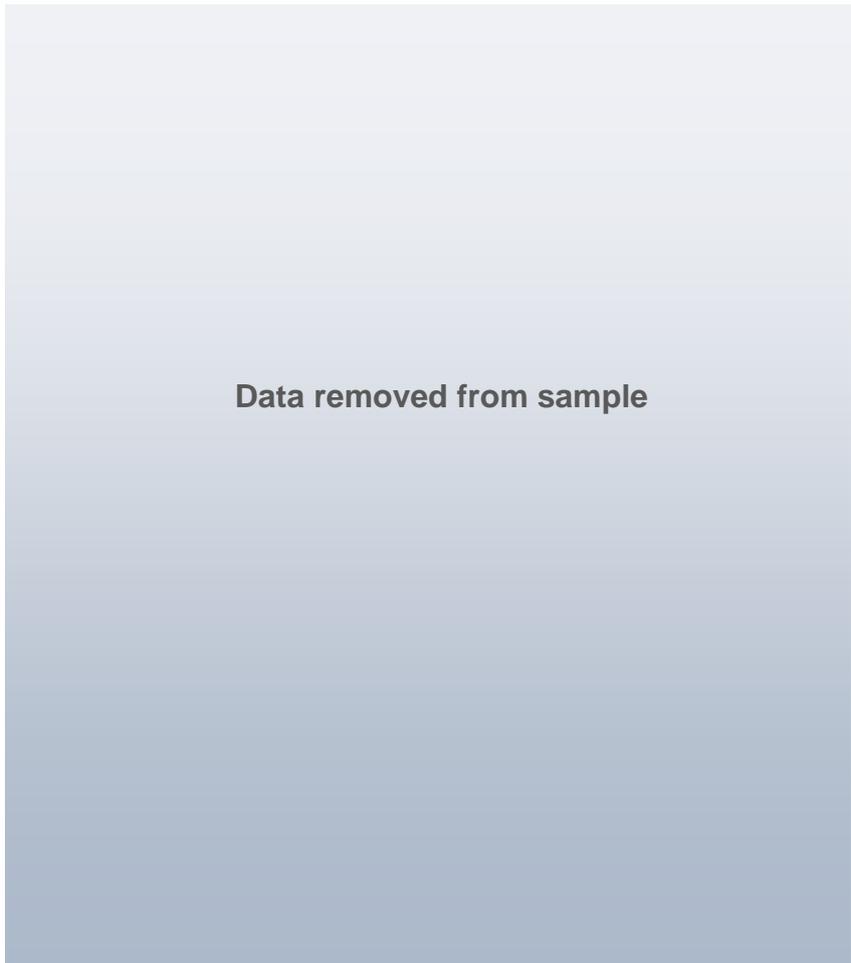


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

% off-trade	2016	2017	2018	2019	2020	2021
-------------	------	------	------	------	------	------

- Store-Based Retailing
- Grocery Retailers
- Modern Grocery Retailers
- Convenience Stores
- Discounters
- Forecourt Retailers
- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Food/drink/tobacco specialists
- Independent Small Grocers
- Other Grocery Retailers
- Non-Grocery Specialists
- Drugstores/parapharmacies
- Other Non-Grocery Alcoholic Drinks Specialists
- Mixed Retailers
- Department Stores
- Mass Merchandisers
- Variety Stores
- Warehouse Clubs
- Non-Store Retailing
- Direct Selling
- Homeshopping
- E-Commerce
- Vending



Data removed from sample

Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2020

% off-trade

	Beer	Cider/Perry	RTDs	Spirits	Wine
Store-Based Retailing	Data removed from sample				
- Grocery Retailers					
-- Modern Grocery Retailers					
--- Convenience Stores					
--- Discounters					
--- Forecourt Retailers					
--- Hypermarkets					
--- Supermarkets					
-- Traditional Grocery Retailers					
--- Food/drink/tobacco specialists					
--- Independent Small Grocers					
--- Other Grocery Retailers					
- Non-Grocery Specialists					
-- Drugstores/parapharmacies					
-- Other Non-Grocery Alcoholic Drinks Specialists					
- Mixed Retailers					
-- Department Stores					
-- Mass Merchandisers					
-- Variety Stores					
-- Warehouse Clubs					
Non-Store Retailing					
- Direct Selling					
- Homeshopping					
- E-Commerce					
- Vending					
Total					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 28 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

	2021	2022	2023	2024	2025	2026
Beer (million litres)	Data removed from sample					
Cider/Perry ('000 litres)						
RTDs ('000 litres)						
Spirits ('000 litres)						
Wine (million litres)						
Alcoholic Drinks						

(million litres)

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

AZN million	2021	2022	2023	2024	2025	2026
Beer	Data removed from sample					
Cider/Perry						
RTDs						
Spirits						
Wine						
Alcoholic Drinks						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 30 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

% total volume growth	2021/22	2021-26 CAGR	2021/26 Total
Beer	Data removed from sample		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

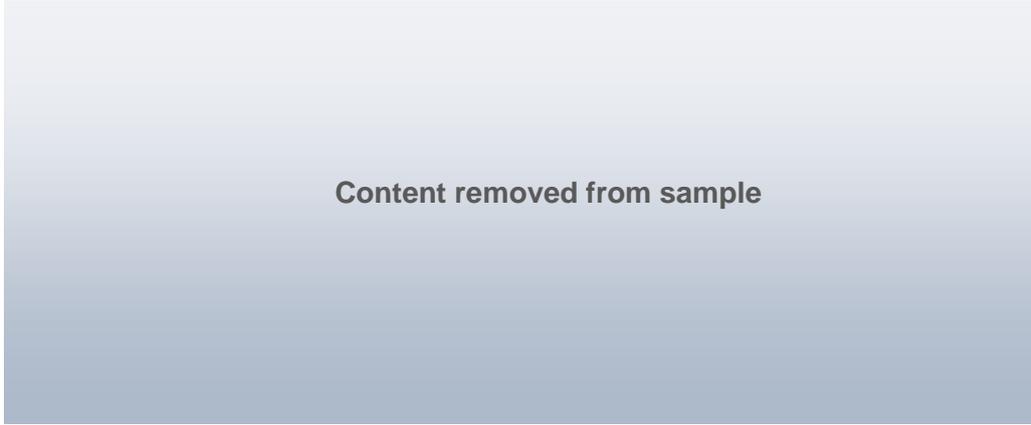
Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

% local currency, constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Beer	Data removed from sample		
Cider/Perry			
RTDs			
Spirits			
Wine			
Alcoholic Drinks			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

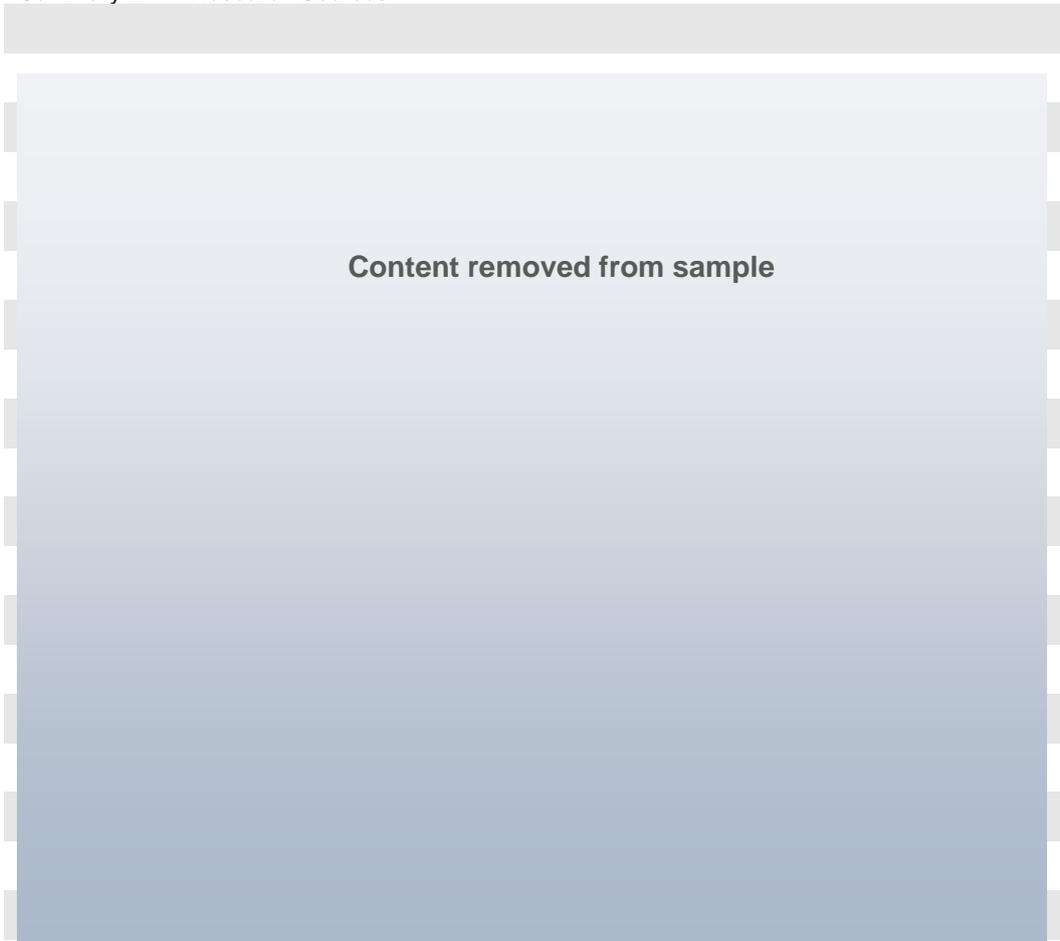
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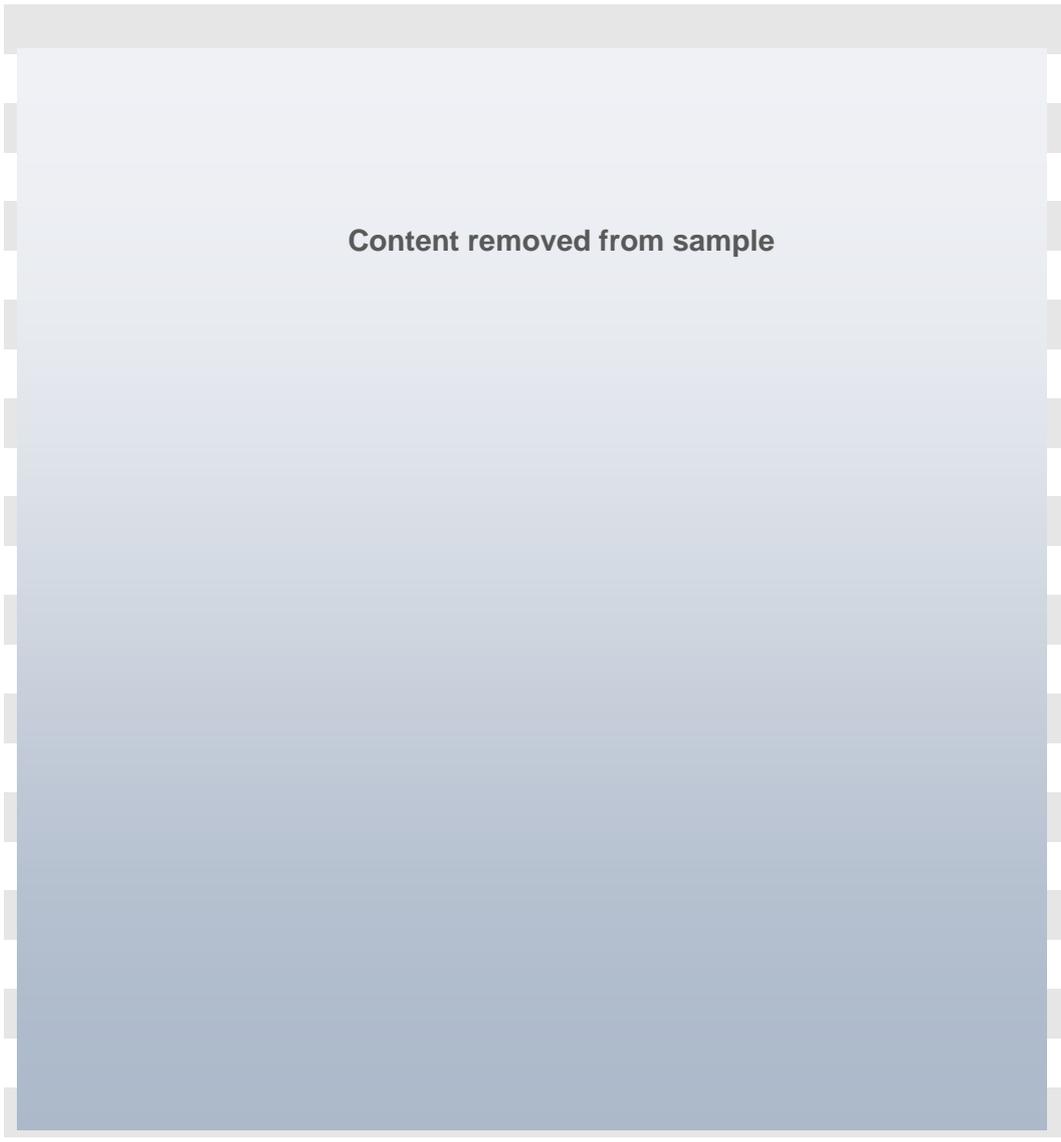
SOURCES

Sources used during the research included the following:

Summary 2 Research Sources



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Source: Euromonitor International