



Euromonitor
International

Hot Drinks in Azerbaijan

November 2025

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EXECUTIVE SUMMARY

Hot drinks sees rising diversification

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Positive value growth amid rising inflation

Coffee leads growth, fuelled by rising café culture

Fruit/herbal tea gains momentum through wellness positioning and flavour innovation

Other hot drinks registers relatively weak performance

WHAT'S NEXT?

Steady value growth through rising demand and diversification

Coffee to lead hot drinks growth on back of premiumisation trends

Competitive landscape will remain stable

COMPETITIVE LANDSCAPE

Sun-Tea Azerbaijan maintains leadership

Coffee players gain traction

Fruit/herbal tea players expand from small base

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Small local grocers leads distribution despite competition from supermarkets

Convenience store channel gains momentum

Foodservice vs retail split

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Coffee culture expands across urban Azerbaijan

INDUSTRY PERFORMANCE

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WHAT'S NEXT?

Growing coffee culture supports positive outlook

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[Tea in Azerbaijan](#)

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2025 DEVELOPMENTS

Tea remains Azerbaijan's cultural cornerstone

INDUSTRY PERFORMANCE

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Fruit/herbal tea leads growth, driven by health and flavour trends

WHAT'S NEXT?

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Loose black tea will continue to dominate sales
Fruit/herbal to lead value growth, driven by health trends and flavour innovation

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[Other Hot Drinks in Azerbaijan](#)

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Chicory gains traction

WHAT'S NEXT?

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Chicory could offer growth potential

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