



Cider/Perry in Azerbaijan

June 2025

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2024 DEVELOPMENTS

Cider/perry consumption continues to plummet
Carlsberg remains the dominant player with its Somersby brand
Distribution still heavily concentrated in the supermarkets channel

PROSPECTS AND OPPORTUNITIES

Lack of cider-drinking culture in Azerbaijan will continue to limit demand
Competitive threat posed by flavoured/mixed lager and RTDs expected to increase
New product development activity likely to remain negligible

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On-trade vs off-trade split
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Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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