



Juice in Azerbaijan

November 2025

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2025 DEVELOPMENTS

Juice drinks drive modest growth amid price sensitivity

INDUSTRY PERFORMANCE

Juice sales see modest gains amid price pressures

Juice drinks benefits from affordability and alignment with local taste preferences

WHAT'S NEXT?

Slow growth in context of continued consumer price sensitivity

Flavour innovation will drive momentum in juice drinks

Demand for 100% juice will be constrained by preference for fresh fruit

COMPETITIVE LANDSCAPE

Mars retains its lead

Cappy brand makes further gains

CHANNELS

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Shift towards modern retail channels

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[Soft Drinks in Azerbaijan - Industry Overview](#)

EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Steady growth despite rising price sensitivity

RTD tea leads volume growth

Flavour exploration drives momentum

WHAT'S NEXT

Affordability and shifting lifestyle trends will support ongoing expansion

Product innovation will be key growth driver

Traditional preferences will limit growth of niche offerings

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers leads sales
A+Co MMC is most dynamic performer
Local players gain traction

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Small local grocers leads distribution
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