



Euromonitor
International

Rtds in Azerbaijan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Interest in recently launched cocktail-style products continues to rise
A+Co MMC overtakes Aurora to claim leading position in RTDs
Supermarkets remains the dominant off-trade distribution channel

PROSPECTS AND OPPORTUNITIES

Outlook is positive but RTDs set to remain a niche category
Domestic players likely to face greater competition from imported brands
Flavour diversification will help to maintain interest among young adults

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Alcoholic Drinks in Azerbaijan - Industry Overview

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade

Duty free

Cross-border/private imports

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DISCLAIMER

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