



Carbonates in Azerbaijan

November 2025

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2025 DEVELOPMENTS

Flavour innovation drives growth

INDUSTRY PERFORMANCE

Continued growth for carbonates
Regular cola carbonates is strongest performer

WHAT'S NEXT?

Regular cola will drive growth in carbonates
Flavour innovation will outpace health-based formulations
Baku Coca-Cola Bottlers Ltd will remain resilient

COMPETITIVE LANDSCAPE

Baku Coca-Cola Bottlers continues to dominate sales
A+Co MMC sees strongest performance

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Small local grocers continue to lead sales
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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
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