



**Euromonitor
International**

Hot Drinks in Azerbaijan

November 2025

Table of Contents

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

CHANNELS

Small local grocers leads distribution despite competition from supermarkets

Convenience store channel gains momentum

Foodservice vs retail split

MARKET DATA

Table 1 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 2 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 3 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 4 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 5 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 6 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 7 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 8 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 9 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 10 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 11 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 12 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 13 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 14 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 15 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 16 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 17 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 18 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 19 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 20 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 21 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 22 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 23 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 25 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

[Coffee in Azerbaijan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Coffee culture expands across urban Azerbaijan

INDUSTRY PERFORMANCE

Coffee gains cultural ground

Fresh coffee leads growth

WHAT'S NEXT?

Growing coffee culture supports positive outlook

Fresh coffee to become central to urban daily routines

Instant coffee mixes to retain largest volume share, supported by affordability

COMPETITIVE LANDSCAPE

Aztrade MMC retains its leadership

Nimex MMC sees dynamic performance

CHANNELS

Small local grocers continue to play crucial role

Convenience stores gain traction

CATEGORY DATA

Table 26 - Retail Sales of Coffee by Category: Volume 2020-2025

Table 27 - Retail Sales of Coffee by Category: Value 2020-2025

Table 28 - Retail Sales of Coffee by Category: % Volume Growth 2020-2025

Table 29 - Retail Sales of Coffee by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Coffee: % Retail Value 2021-2025

Table 31 - LBN Brand Shares of Coffee: % Retail Value 2022-2025

Table 32 - Forecast Retail Sales of Coffee by Category: Volume 2025-2030

Table 33 - Forecast Retail Sales of Coffee by Category: Value 2025-2030

Table 34 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2025-2030

Table 35 - Forecast Retail Sales of Coffee by Category: % Value Growth 2025-2030

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[Tea in Azerbaijan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tea remains Azerbaijan's cultural cornerstone

INDUSTRY PERFORMANCE

Black tea retains its popularity amid growing diversification

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

WHAT'S NEXT?

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

COMPETITIVE LANDSCAPE

Sun-Tea Azerbaijan retains its dominance
Tea players gain traction through investment in niche offerings

CHANNELS

Small local grocers hold sway in face of growing competition from modern grocery chains
Convenience stores emerges as most dynamic channel

CATEGORY DATA

Table 36 - Retail Sales of Tea by Category: Volume 2020-2025
Table 37 - Retail Sales of Tea by Category: Value 2020-2025
Table 38 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
Table 39 - Retail Sales of Tea by Category: % Value Growth 2020-2025
Table 40 - NBO Company Shares of Tea: % Retail Value 2021-2025
Table 41 - LBN Brand Shares of Tea: % Retail Value 2022-2025
Table 42 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
Table 43 - Forecast Retail Sales of Tea by Category: Value 2025-2030
Table 44 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
Table 45 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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[Other Hot Drinks in Azerbaijan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited growth amid emerging diversification

INDUSTRY PERFORMANCE

Modest growth for other hot drinks
Chicory gains traction

WHAT'S NEXT?

Lack of innovation will limit growth
Chocolate-based drinks will remain child-focused, with untapped potential amongst older consumers
Chicory could offer growth potential

COMPETITIVE LANDSCAPE

Nestlé Azerbaijan Ltd holds sway
Competition remains limited

CHANNELS

Small local grocers remains key channel
Convenience stores and e-commerce lead growth

CATEGORY DATA

Table 46 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025
Table 47 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025
Table 48 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025
Table 49 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 50 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 51 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 52 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 53 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 54 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 55 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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