



# Tea in Azerbaijan

November 2025

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## Tea in Azerbaijan - Category analysis

### 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

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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  
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