



Euromonitor
International

RTD Coffee in Azerbaijan

November 2025

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RTD Coffee in Azerbaijan - Category analysis

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2025 DEVELOPMENTS

RTD coffee remains niche, premium-focused beverage

INDUSTRY PERFORMANCE

RTD coffee benefits from growing coffee culture

Energy drinks continue to compete with RTD coffee

WHAT'S NEXT?

RTD coffee will remain niche product

RTD coffee offers significant innovation potential

Energy drinks will continue to pose strong competition

COMPETITIVE LANDSCAPE

Lotte Chilsung Beverage Co Ltd maintains its lead

Aztrade MMC gains share with HELL Ice Coffee

CHANNELS

Supermarkets leads sales of RTD coffee, reflecting roots in modern retail

E-commerce and convenience stores drive expansion

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Soft Drinks in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Flavour innovation and lifestyle trends fuel steady expansion

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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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