



Processed Fruit and Vegetables in Azerbaijan

November 2025

Table of Contents

Processed Fruit and Vegetables in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home-cooking and convenience trends drive growth

INDUSTRY PERFORMANCE

Urban lifestyles boost demand for processed produce

Frozen processed potatoes benefits most from convenience trend

WHAT'S NEXT?

E-commerce expansion and affordability will support demand

Frozen processed potatoes will lead growth

Better-for-you and eco-friendly options to gain traction

COMPETITIVE LANDSCAPE

Qafqaz-Konserv Zavodu MMC retains its lead amid rising competition from private label

Kerevitas MMC leads growth

CHANNELS

Supermarkets continue to gain ground

Retail e-commerce continues to expand

CATEGORY DATA

Table 1 - Sales of Processed Fruit and Vegetables by Category: Volume 2020-2025

Table 2 - Sales of Processed Fruit and Vegetables by Category: Value 2020-2025

Table 3 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2020-2025

Table 5 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2020-2025

Table 6 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2021-2025

Table 7 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2022-2025

Table 8 - Distribution of Processed Fruit and Vegetables by Format: % Value 2020-2025

Table 9 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2025-2030

Table 10 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2025-2030

Table 11 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2025-2030

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Staple Foods in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Staple foods remains resilient amid inflationary pressures

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and expansion of modern retail drives expansion

Economic pressures support demand for affordably-priced staples

Urban consumers drive demand for health-focused offerings

WHAT'S NEXT?

Ongoing urbanisation and steady demand will support growth

Price sensitivity will remain high

Health and sustainability trends will begin to shape consumer preferences

COMPETITIVE LANDSCAPE

Viciunai Group maintains leadership

Kerevitas MMC and RKK Trade OOO lead growth

Private label enhances competition in staple foods

CHANNELS

Modern retail gains ground as small local grocers lose share

E-commerce shows strong potential, but structural barriers remain

Development of omnichannel strategies continue apace

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2021-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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