



Euromonitor  
International

# Rice, Pasta and Noodles in Azerbaijan

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Traditional rice remains central growth driver

### INDUSTRY PERFORMANCE

Buoyant growth, alongside easing of supply chain challenges in noodles

Traditional rice remains integral part of local cuisine

### COMPETITIVE LANDSCAPE

Miad General Trading Ltd maintains its lead

Bismak Senayi Kompleksi MMC is most dynamic player

### CHANNELS

Small local grocers retain dominance as supermarkets gain share

E-commerce leads growth through improved delivery and digital tools

### WHAT'S NEXT?

Retailer expansion will boost sales

Noodles to lead growth

Shift towards healthier, more natural offerings

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## 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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/rice-pasta-and-noodles-in-azerbaijan/report](http://www.euromonitor.com/rice-pasta-and-noodles-in-azerbaijan/report).