



Sweet Spreads in Azerbaijan

November 2025

[Table of Contents](#)

Sweet Spreads in Azerbaijan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads expands through both discounts and premiumisation trends

INDUSTRY PERFORMANCE

Robust growth for sweet spreads, supported by promotions and wider availability

Jams and preserves lead growth through premiumisation and cultural relevance

WHAT'S NEXT?

Sweet spreads set for steady growth on back of premiumisation trends

Ingredient transparency will support further growth

COMPETITIVE LANDSCAPE

Qafqaz-Konserv Zavodu maintains leadership in sweet spreads

Nutella drives Ferrero's dynamic performance amid strong private label growth

CHANNELS

Supermarkets gain ground on small local grocers

E-commerce shows continued dynamism

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 7 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Azerbaijan's cooking ingredients and meals market driven by convenience and local demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Edible oils lead growth amid rising prices

International flavours and premium innovations drive demand for sauces, dips and condiments

Cultural traditions sustain strong demand for sweet spreads

WHAT'S NEXT?

Consumer price sensitivity will shape future demand

Global culinary trends to influence product innovation

Private label growth expected in sweet spreads

COMPETITIVE LANDSCAPE

Baku Yag & Gida Senaye ASC leads the market
Assko MMC emerges as the most dynamic player

CHANNELS

Modern retail gains ground as small local grocers lose share
E-commerce shows strong potential, but structural barriers remain

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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