



Cooking Ingredients and Meals in Azerbaijan

November 2025

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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

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Modern retail gains ground as small local grocers lose share

E-commerce shows strong potential, but structural barriers remain

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Sunflower oil remains essential

Corn oil sees fastest growth

WHAT'S NEXT?

Local production and population growth to support future sales

Expected shift towards premium and functional products

Modern technologies to improve quality and shelf life

COMPETITIVE LANDSCAPE

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Assko MMC stands out as the most dynamic player

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INDUSTRY PERFORMANCE

Convenience drives demand for meals and soups

Shelf stable ready meals leads sales

Frozen pizza gains ground

WHAT'S NEXT?

Convenience to drive continued growth in meals and soups

Consumers will look to combine convenience with health benefits

Digital engagement to shape future brand and retail strategies

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Sauces outperform market with new flavours and premium offerings

WHAT'S NEXT?

Demand will rise for healthier ingredients and international flavours

Digital tools to support future growth

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Jams and preserves lead growth through premiumisation and cultural relevance

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Ingredient transparency will support further growth

COMPETITIVE LANDSCAPE

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CHANNELS

Supermarkets gain ground on small local grocers

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