

# Staple Foods in Azerbaijan

November 2024

**Table of Contents** 

# Staple Foods in Azerbaijan

# EXECUTIVE SUMMARY

Staple foods in 2024: The big picture Key trends in 2024 Competitive Landscape Channel developments What next for staple foods?

# MARKET DATA

Table 1 - Sales of Staple Foods by Category: Volume 2019-2024
Table 2 - Sales of Staple Foods by Category: Value 2019-2024
Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2024
Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024
Table 7 - Penetration of Private Label by Category: % Value 2020-2024
Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024
Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
Table 10 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029
Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

#### DISCLAIMER

SOURCES

Summary 1 - Research Sources

#### Baked Goods in Azerbaijan

# **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Bread prices are not increasing The share of local brands is increasing Healthy baked goods gain in popularity

#### PROSPECTS AND OPPORTUNITIES

Premium baked goods more in demand in the capital Development of e-commerce as a growth driver for baked goods Shift towards consumption of packaged baked goods

# CATEGORY DATA

Table 13 - Sales of Baked Goods by Category: Volume 2019-2024Table 14 - Sales of Baked Goods by Category: Value 2019-2024Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024Table 17 - Sales of Pastries by Type: % Value 2019-2024Table 18 - NBO Company Shares of Baked Goods: % Value 2020-2024Table 20 - Distribution of Baked Goods by Format: % Value 2019-2024Table 21 - Forecast Sales of Baked Goods by Category: Volume 2024-2029Table 22 - Forecast Sales of Baked Goods by Category: Value 2024-2029Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

# Breakfast Cereals in Azerbaijan

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Low cultural integration of breakfast cereals Dominance of international brands Increasing health-consciousness among consumers

#### PROSPECTS AND OPPORTUNITIES

Retail expansion to drive demand for breakfast cereals Limited growth prospects for muesli and granola E-commerce growth supporting demand for breakfast cereals

#### CATEGORY DATA

Table 25 - Sales of Breakfast Cereals by Category: Volume 2019-2024Table 26 - Sales of Breakfast Cereals by Category: Value 2019-2024Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024Table 31 - Distribution of Breakfast Cereals by Format: % Value 2019-2024Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

# Processed Fruit and Vegetables in Azerbaijan

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Stability in processed vegetables amid economic uncertainty Challenges with raw material shortages for local producers Growth of private label goods on store shelves

# PROSPECTS AND OPPORTUNITIES

Rising demand for budget-friendly processed foods Positive outlook for frozen processed potatoes Health and wellness trends boost frozen vegetables during winter

#### CATEGORY DATA

Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

# Processed Meat, Seafood and Alternatives To Meat in Azerbaijan

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Moderate decline in processed meat sales due to economic pressures Structural changes at Viciunai Group affect processed seafood offerings Growing demand for seafood driven by health-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Raw material shortages may constrain shelf-stable seafood production Processed poultry demand expected to rise alongside health trends Horeca channels drive demand for frozen processed meat

# CATEGORY DATA

Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

# Rice, Pasta and Noodles in Azerbaijan

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Decline in sales of noodles due to supply challenges Stability in instant noodles prices amid economic pressures Market saturation limits growth potential for the rice category

#### PROSPECTS AND OPPORTUNITIES

Expansion of retail trade and online platforms to boost demand for noodles Growing demand for rice noodles as a health-conscious alternative Competitive advantage of local brands in the pasta category

# CATEGORY DATA

Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024
Table 69 - NBO Company Shares of Rice: % Value 2020-2024
Table 70 - LBN Brand Shares of Rice: % Value 2021-2024
Table 71 - NBO Company Shares of Pasta: % Value 2020-2024
Table 72 - LBN Brand Shares of Pasta: % Value 2021-2024
Table 73 - NBO Company Shares of Noodles: % Value 2020-2024
Table 74 - LBN Brand Shares of Noodles: % Value 2021-2024
Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024
Table 76 - Distribution of Rice by Format: % Value 2019-2024
Table 77 - Distribution of Pasta by Format: % Value 2019-2024
Table 78 - Distribution of Noodles by Format: % Value 2019-2024
Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029
Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029
Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-azerbaijan/report.