

# Cigarettes in Azerbaijan

June 2023

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#### Cigarettes in Azerbaijan - Category analysis

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Volume sales impacted by migration to alternative products, Russia-Ukraine war and rising prices No significant new product launches in 2022 JTI Caucasus maintains its lead

#### PROSPECTS AND OPPORTUNITIES

Rising health concerns and price increases impact future volume sales Fighting illicit trade with new "Track and Trace" system Rising demand for flavoured cigarettes and compact formats

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