

# Concentrates in Azerbaijan

November 2023

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## Concentrates in Azerbaijan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concentrates largely considered an outdated drink  
Liquid concentrates up against strong competition from carbonates  
Powder concentrates focuses on tradition

#### PROSPECTS AND OPPORTUNITIES

Ongoing volume decline as products suffer from outdated appeal  
Concentrates to remain highly fragmented  
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