

Cider/Perry in Azerbaijan

July 2024

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Cider/Perry in Azerbaijan - Category analysis

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2023 DEVELOPMENTS

Cider/perry has very limited appeal

Flavoured lager presents strong competition for cider/perry

Carlsberg Azerbaijan's Somersby dominates cider/perry

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Muted volume growth anticipated for cider/perry

Low per capita consumption highlights underlying growth potential

Non-alcoholic cider remains in its infancy

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