

# Tobacco in Azerbaijan

May 2024

Table of Contents

## Tobacco in Azerbaijan

### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

### PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2018-2023

### MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2018-2023

Table 3 - Sales of Tobacco by Category: Value 2018-2023

Table 4 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 5 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 6 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 7 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 2 - Research Sources

## Cigarettes in Azerbaijan

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smoking prevalence still high among men

Flavoured cigarettes driving growth

JTI Caucasus maintains its lead

## PROSPECTS AND OPPORTUNITIES

Volume sales remain stable  
Flavoured cigarettes continue to drive growth  
Fighting illicit trade with new “track and trace” system

## TAXATION AND PRICING

Taxation rates  
Summary 3 - Taxation and Duty Levies 2018-2023  
Average cigarette pack price breakdown  
Summary 4 - Average Cigarette Pack Price Breakdown: Brand Examples

## CATEGORY DATA

Table 10 - Sales of Cigarettes: Volume 2018-2023  
Table 11 - Sales of Cigarettes by Category: Value 2018-2023  
Table 12 - Sales of Cigarettes: % Volume Growth 2018-2023  
Table 13 - Sales of Cigarettes by Category: % Value Growth 2018-2023  
Table 14 - Sales of Cigarettes by Blend: % Volume 2018-2023  
Table 15 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023  
Table 16 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023  
Table 17 - Sales of Cigarettes by Pack Size: % Volume 2018-2023  
Table 18 - Sales of Cigarettes by Price Band: % Volume 2018-2023  
Table 19 - NBO Company Shares of Cigarettes: % Volume 2019-2023  
Table 20 - LBN Brand Shares of Cigarettes: % Volume 2020-2023  
Table 21 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023  
Table 22 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023  
Table 23 - Forecast Sales of Cigarettes: Volume 2023-2028  
Table 24 - Forecast Sales of Cigarettes by Category: Value 2023-2028  
Table 25 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028  
Table 26 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028  
Table 27 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028  
Table 28 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028  
Table 29 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028  
Table 30 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028  
Table 31 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

## Cigars, Cigarillos and Smoking Tobacco in Azerbaijan

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased volume growth overall  
Popularity of hookah benefits pipe tobacco  
Limited volume growth for fine cut tobacco

## PROSPECTS AND OPPORTUNITIES

Cigarillos outperform cigars in terms of volume growth  
Cigarillos increasingly sold through modern grocery retailers  
Mixed picture for smoking tobacco

## CATEGORY DATA

Table 32 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023  
Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023  
Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 36 - Sales of Cigars by Size: % Volume 2018-2023

Table 37 - Sales of Cigarillos by Price Platform 2018-2023

Table 38 - NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023

Table 39 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023

Table 40 - NBO Company Shares of Cigars: % Volume 2019-2023

Table 41 - LBN Brand Shares of Cigars: % Volume 2020-2023

Table 42 - NBO Company Shares of Cigarillos: % Volume 2019-2023

Table 43 - LBN Brand Shares of Cigarillos: % Volume 2020-2023

Table 44 - NBO Company Shares of Smoking Tobacco: % Volume 2019-2023

Table 45 - LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023

Table 46 - NBO Company Shares of Pipe Tobacco: % Volume 2019-2023

Table 47 - LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023

Table 48 - NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023

Table 49 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023

Table 50 - Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023

Table 51 - Distribution of Smoking Tobacco by Format: % Volume 2018-2023

Table 52 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028

Table 53 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028

Table 54 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028

Table 55 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

## Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Azerbaijan

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Closed system single use registers significant value and volume growth
- Expected competitor for British American Tobacco in near future
- Open vaping systems and closed system rechargeable and cartridges register volume decline

#### PROSPECTS AND OPPORTUNITIES

- Continued healthy growth for closed system single use
- Further healthy growth for heated tobacco
- Increased regulation on way

#### CATEGORY INDICATORS

Table 56 - Number of Adult Vapers 2018-2023

#### CATEGORY DATA

Table 57 - Sales of Smokeless Tobacco by Category: Volume 2018-2023

Table 58 - Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023

Table 59 - Sales of E-Vapour Products by Category: Volume 2018-2023

Table 60 - Sales of E-Vapour Products by Category: % Volume Growth 2018-2023

Table 61 - Sales of Tobacco Heating Devices: Volume 2018-2023

Table 62 - Sales of Tobacco Heating Devices: % Volume Growth 2018-2023

Table 63 - Sales of Heated Tobacco: Volume 2018-2023

Table 64 - Sales of Heated Tobacco: % Volume Growth 2018-2023

Table 65 - Sales of Tobacco Free Oral Nicotine: Volume 2018-2023

Table 66 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023

Table 67 - Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023

Table 68 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023

Table 69 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023

Table 70 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023

Table 71 - Sales of E-Liquids by Nicotine Strength: % Value 2020-2023

Table 72 - NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023

Table 73 - LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023

Table 74 - NBO Company Shares of E-Vapour Products: % Value 2019-2023

Table 75 - LBN Brand Shares of E-Vapour Products: % Value 2020-2023

Table 76 - NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023

Table 77 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023

Table 78 - NBO Company Shares of Heated Tobacco: % Volume 2019-2023

Table 79 - LBN Brand Shares of Heated Tobacco: % Volume 2020-2023

Table 80 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023

Table 81 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023

Table 82 - Distribution of Smokeless Tobacco by Format: % Volume 2018-2023

Table 83 - Distribution of E-Vapour Products by Format: % Value 2018-2023

Table 84 - Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023

Table 85 - Distribution of Heated Tobacco by Format: % Volume 2018-2023

Table 86 - Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028

Table 87 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028

Table 88 - Forecast Sales of E-Vapour Products by Category: Volume 2023-2028

Table 89 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028

Table 90 - Forecast Sales of Tobacco Heating Devices: Volume 2023-2028

Table 91 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028

Table 92 - Forecast Sales of Heated Tobacco: Volume 2023-2028

Table 93 - Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028

Table 94 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028

Table 95 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028

Table 96 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028

Table 97 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028

Table 98 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028

Table 99 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

## 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/tobacco-in-azerbaijan/report](http://www.euromonitor.com/tobacco-in-azerbaijan/report).