



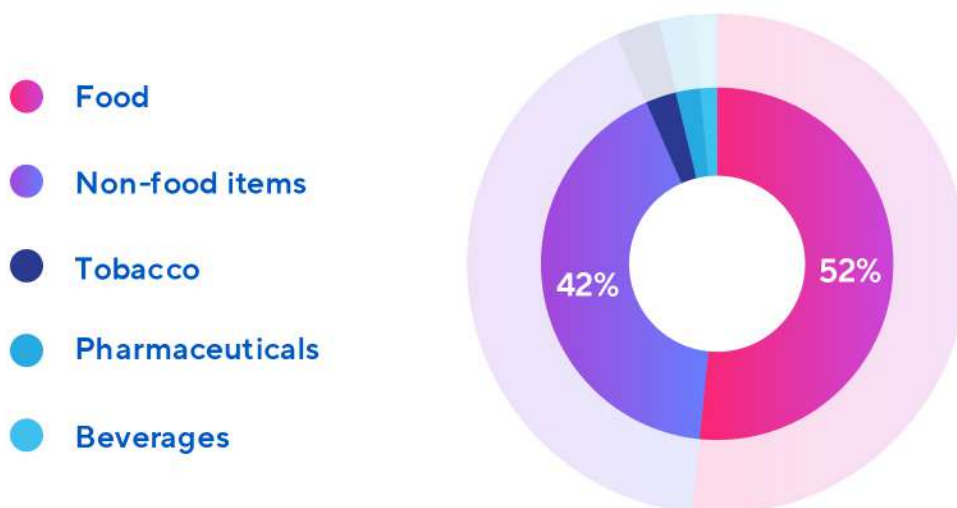
RESEARCH SERIES

Navigating Azerbaijan's Retail Landscape: Trends and Insights

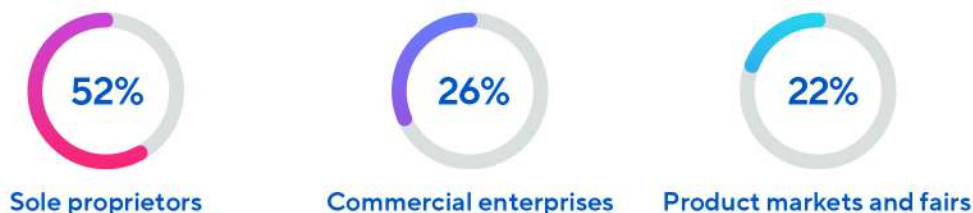
April 2024

In 2023, the retail trade turnover in the country amounted to 59 billion AZN

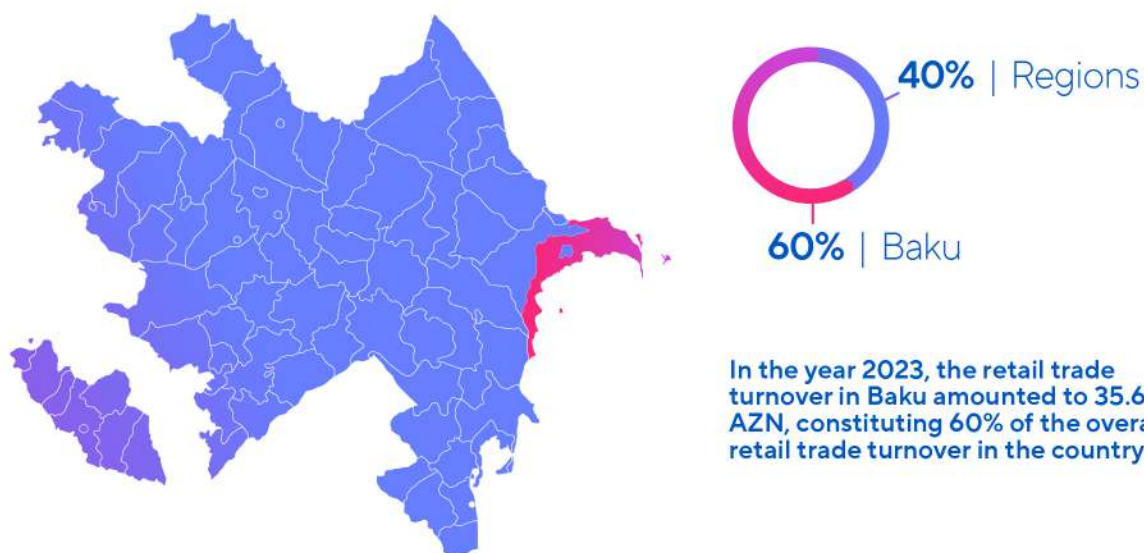
The structure of retail trade turnover by product categories



The organization of retail trade turnover by retailer types



The geographical classification of retail trade turnover



The breakdown of retail trade turnover by retailer type (in billion AZN)



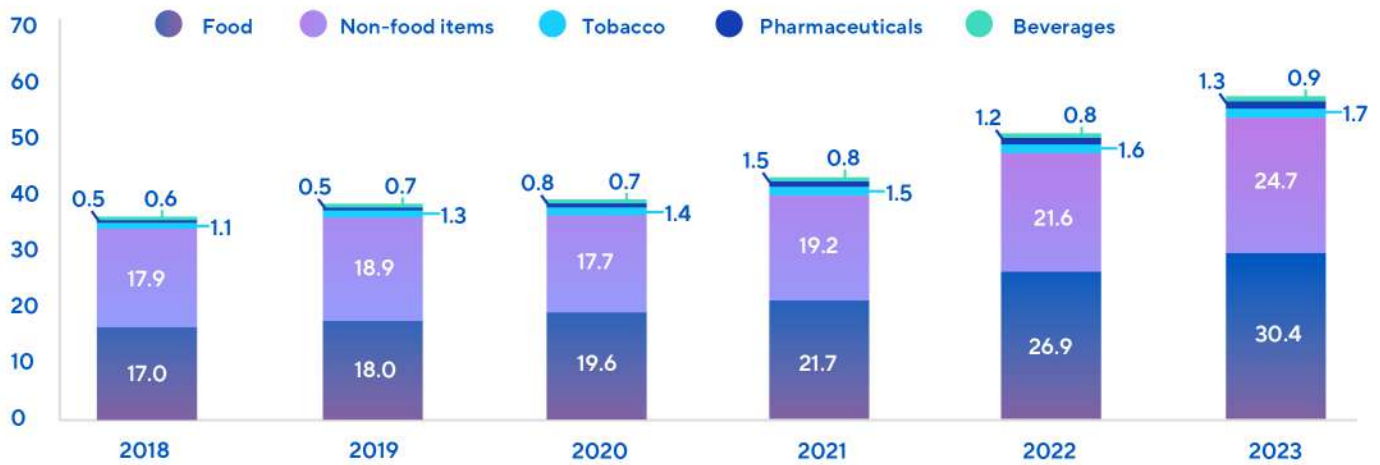
The proportion of commercial enterprises in retail trade turnover rose from 16.8% in 2018 to 26% by 2023.

The categorization of market shares

	2018	2023
Commercial enterprises	16.8%	26.0%
Sole proprietors	52.9%	52.2%
Product markets and fairs	30.3%	21.9%

*compound annual growth rate

The breakdown of retail trade turnover by product categories (in billion AZN)

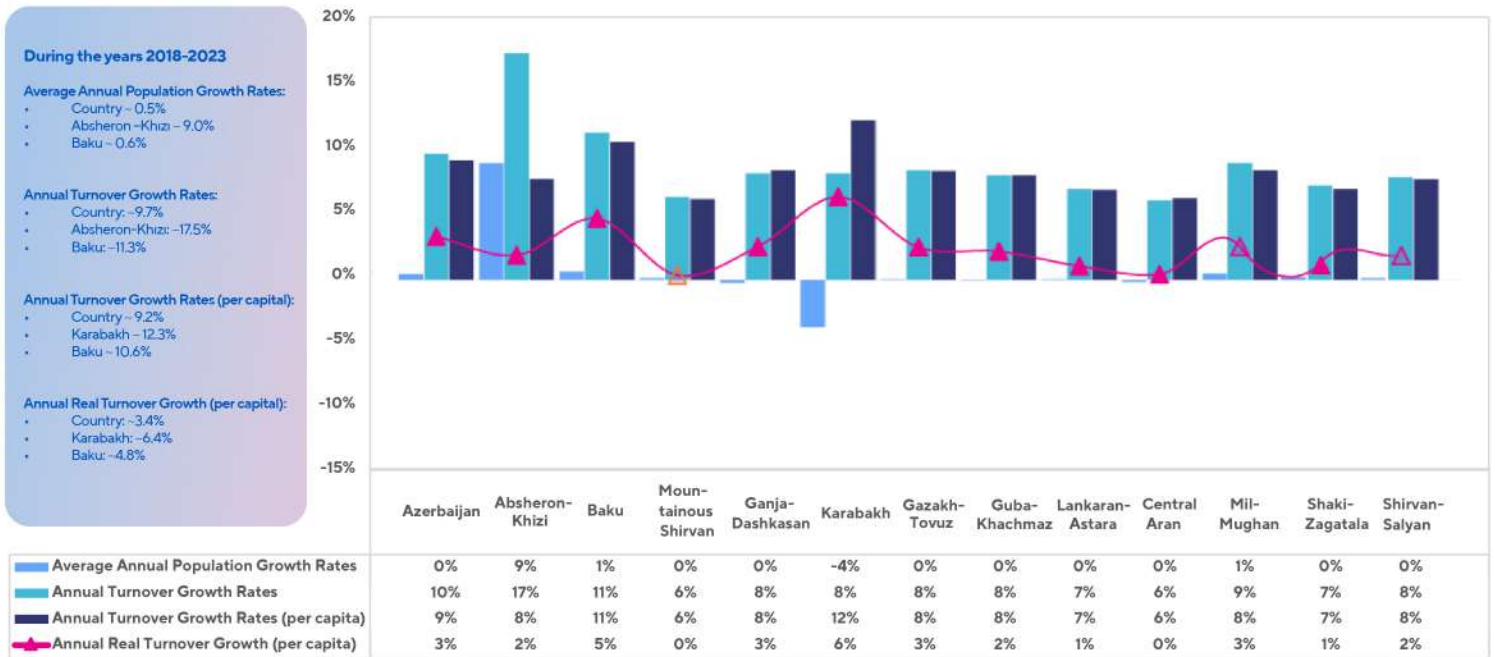


The proportion of food products in the retail trade turnover increased from 45.7% in 2018 to 51.6% by 2023.

The categorization of market shares

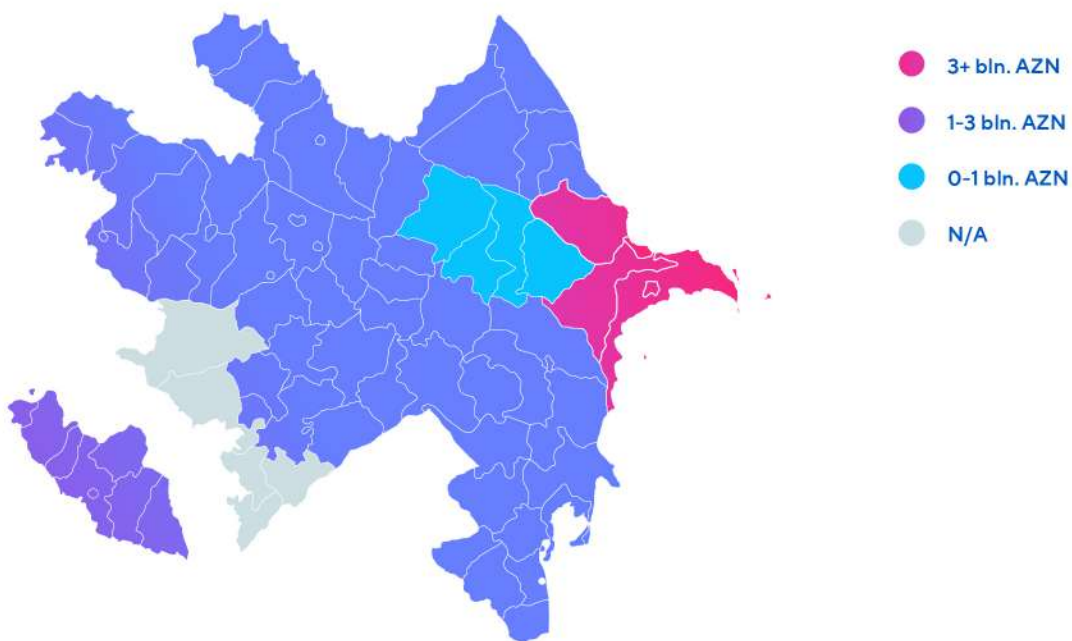
	2018	2023
Food	45.7%	51.6%
Non-food items	48.4%	41.8%
Others	5.9%	6.6%

Retail trade growth statistics for economic zones during the years 2018-2023



Retail trade growth statistics for economic zones during the years 2018-2023

Geographical breakdown of retail trade turnover

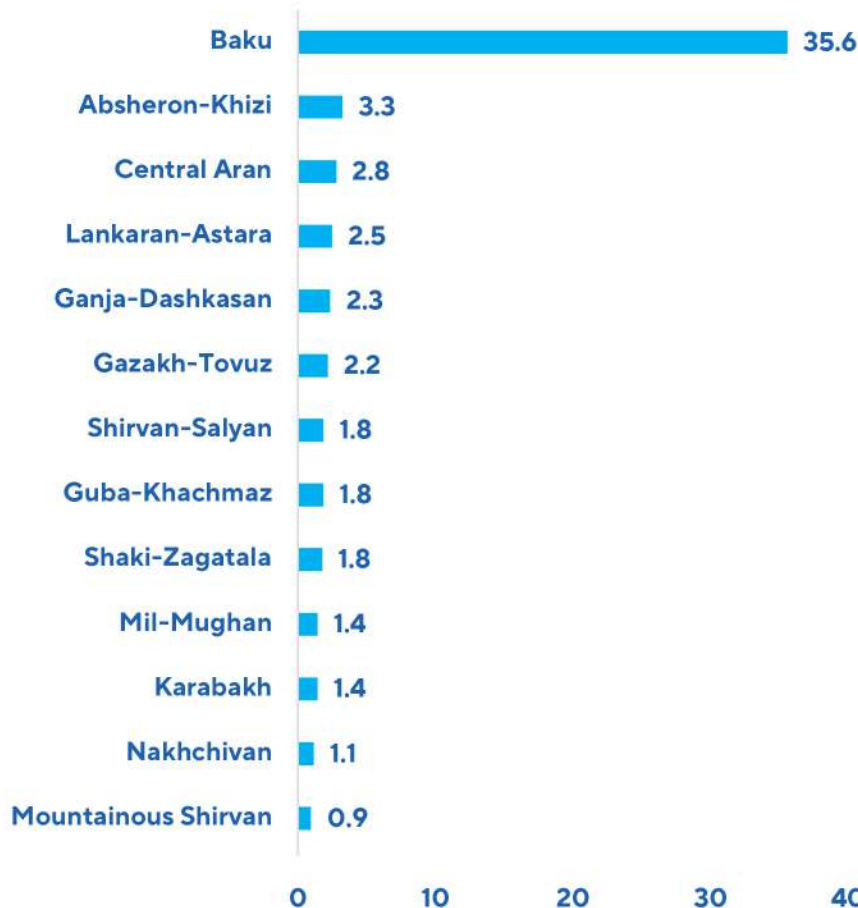


Geographical classification of retail trade turnover (in billion AZN)

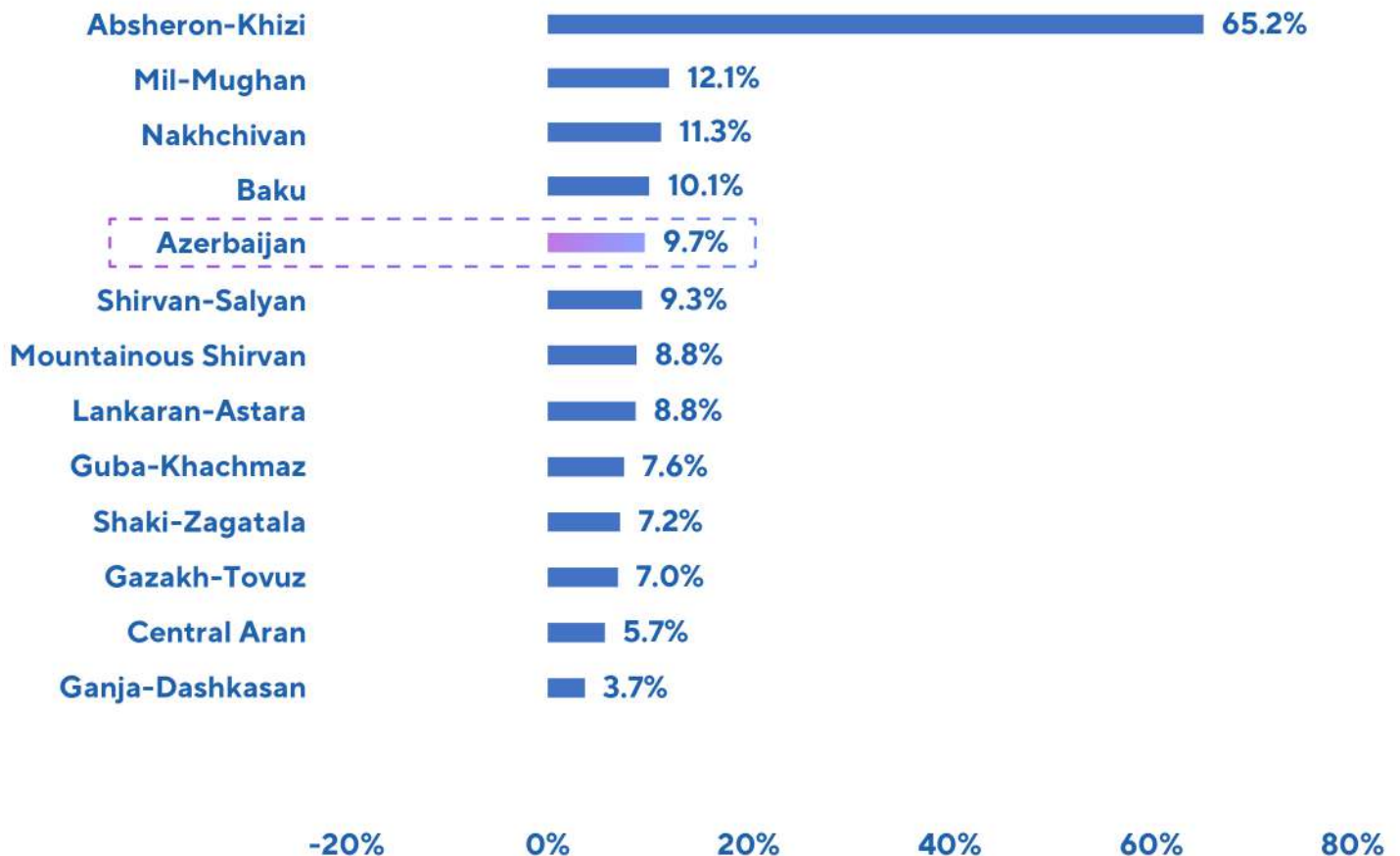


During the years 2018-2023, the growth rate of retail trade turnover in Baku (11.3% CAGR) exceeded that in the regions (7.5% CAGR). As a result, Baku's share of the overall retail trade turnover in the country increased from 56% in 2018 to 60% in 2023.

The distribution of retail trade turnover by economic regions (in billion AZN)

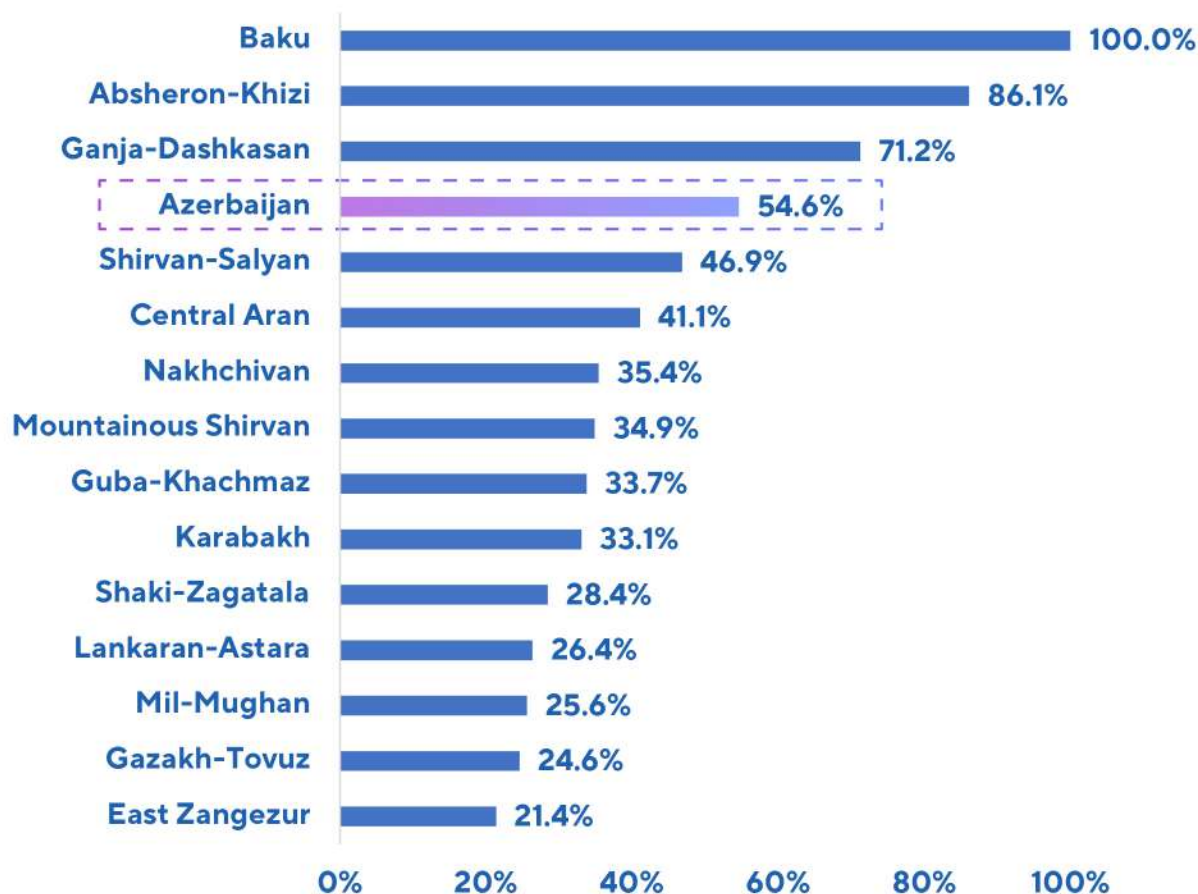


The population growth levels in economic regions from 2012 to 2023



The Absheron-Khizi economic region, which includes the areas around Baku, emerges as the foremost region in terms of population growth, outstripping others. This trend suggests a promising opportunity for businesses in the retail trade sector, particularly market chains, to focus on expanding within the Absheron-Khizi economic region.

The level of urbanization in economic regions as of 2023



Based on the level of urbanization, the Baku, Absheron-Khizi, and Ganja-Dashkasan economic regions have secured the top three positions, with rates exceeding 50%. Since the majority of the urban population shops in supermarkets for daily necessities, this situation suggests that supermarket chains should strategically open new stores in these three economic regions.

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**Thank you for
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