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2011 observed a marginal recovery after the economy slowdown, which negatively affected beer sales for the previous two years in Azerbaijan. This resulted in a considerably strong performance among all beer segments apart from economy lager. This shows that interest regarding higher quality products sped up in 2011, allowing standard lager to cannibalise the share of the economy format. Smaller and more sophisticated beer segments, such as stout, dark beer or premium lager could benefit from...

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