

Baby and Child-Specific Products in Azerbaijan

Market Direction | 2022-06-20 | 21 pages | Euromonitor

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Report description:

Now the most severe period of the pandemic is over, baby and child specific products sales are returning to normal patterns. However, ongoing global and local impacts are adding pressure to prices, and this will continue to have an effect on purchasing decisions. That said, whilst the majority of consumers have reduced their spending during this time of economic uncertainty, parents typically avoid economising when it comes to their children. Within this, consumers have instead bought reduced ra...

Euromonitor International's Baby and Child-specific Products in Azerbaijan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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BABY AND CHILD-SPECIFIC PRODUCTS IN AZERBAIJAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Gradual recovery in the face of price inflation, with lower volumes of non-essential products seen

Birth rates remain strong, building a solid ongoing consumer base

Baby and child specific hair care and skin care are noted categories

PROSPECTS AND OPPORTUNITIES

Stable yet moderate performance expected, due to ongoing economic uncertainty

Issues with Russian production expected to continue, leading to declining shares for Russian brands

Growth of Turkish brands expected, led by Dalin with its wide, affordable range

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