

Men's Grooming in Azerbaijan

Market Direction | 2022-06-20 | 22 pages | Euromonitor

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Report description:

Men's grooming rebounded in 2021, following the negative double-digit decline seen in 2020 during the time of the most severe pandemic restrictions. The lockdown forced many to work from home and avoid social events, decreasing the need to stick to traditional grooming regimes. Moreover, this health crisis has generated strong economic fears and destabilisation, with a real threat to employment looming, and with many men concerned about their income levels and therefore cutting back on spending,...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Men's grooming sees recovery, as consumers return to out-of-home activities

Essential products make up the majority of sales, with fragrances seeing the strongest base

Multinationals continue to lead men's grooming in Azerbaijan

PROSPECTS AND OPPORTUNITIES

Moderate and stable growth, with no dynamic developments expected

Skin care shows opportunities for growth, but low and slow interest mean this will happen longer-term

Nivea Men and Gillette will remain the winners, with no changes to the competitive status quo

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