

## **Sun Care in Azerbaijan**

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

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### **Report description:**

Sales of sun care rebound after the sharp declines seen in 2020 due to the pandemic lockdowns resulting in people spending significantly less time outside. Additionally, extended global lockdowns and travel restrictions meant that consumers were not taking international holidays and thus this additional need for sun care was also decimated. Furthermore, some businesses operating on the coast decided to remain closed for the season for economic reasons, with this compromising demand for sun care...

Euromonitor International's Sun Care 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: Adult Sun Care, Baby and Child-specific Sun Care .

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

Why buy this report?

- \* Get a detailed picture of the Sun Care 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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Sun care returns to normal sales patterns as out-of-home activities and travel resume

Conservative tastes mean basic and essential products remain the most popular

Economic uncertainty continues, with Azerbaijan vulnerable to global fluctuations

#### **PROSPECTS AND OPPORTUNITIES**

Conservative tastes set to continue, so little innovation expected

Growing attention to self-hygiene and sun protection over the forecast period

Nivea maintains its lead thanks to its wide array of products, strong reputation, and good price-to-quality ratio

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