

Beauty and Personal Care in Azerbaijan

Market Direction | 2023-05-02 | 98 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Azerbaijan's proximity to both Ukraine and Russia has created a lot of uncertainty and while Azerbaijan benefitted from increasing global energy prices as a result of the war - on the flip side, Azerbaijan is heavily dependent on trade and raw materials for production both from Russia and Ukraine and trade flows were disrupted.

Euromonitor International's Beauty and Personal 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories,
Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care,
Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 Beauty and Personal 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Beauty and Personal Care in Azerbaijan Euromonitor International May 2023

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN AZERBAIJAN

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 7 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 9 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Higher growth for mass than premium, due to soaring inflation

Mass benefits from less visits to salons

Emergence of private label, particularly in bar soap

PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Domestic production continues to be limited.

Lingering impact of pandemic continues to influence consumer behaviour over forecast period

CATEGORY DATA

Table 10 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 14 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International, EU Vat number: PL 6772247784

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

Soaring inflation leads to fall in constant value sales

Premium fragrances hardest hit

Cheaper brands gaining value share in salon professional hair care

PROSPECTS AND OPPORTUNITIES

Positive outlook, once inflation more controlled

Domestic production continues to be limited

Premium dermocosmetics see healthy growth

CATEGORY DATA

Table 16 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 17 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 19 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 20 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BABY AND CHILD-SPECIFIC PRODUCTS IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Moderate volume growth, in spite of high inflation.

Turkish brands benefit from geopolitical situation

Sun care is back in demand

PROSPECTS AND OPPORTUNITIES

High birth rate supports volume sales

Baby wipes remains largest product area, while sun care becomes more premium

Consumers increasingly concerned about the environment

CATEGORY DATA

Table 22 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 23 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 24 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 25 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 26 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 27 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 28 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 29 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 30 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Degree of trading down due to high inflation

Palmolive grows its shares, thanks to marketing and product expansions

Intimate hygiene stagnating

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Consumers look for clean labels with less additives

Boom in hand sanitisers is over

CATEGORY DATA

Table 31 Sales of Bath and Shower by Category: Value 2017-2022

Table 32 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Scotts International, EU Vat number: PL 6772247784

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

Table 33 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 34 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 35 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 36 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 37 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 38 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027 Table 39 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supply shortages dampen volume sales

L'Oreal maintains its lead in colour cosmetics

Lip products and new innovative products see healthy current value growth

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

The trend for eyelashes extensions and gel nails put a dent in retail value sales of mascara and nail products

Clean movement gathers momentum

CATEGORY DATA

Table 40 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 41 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 42 Sales of Colour Cosmetics by Premium vs Mass: % Value 2017-2022

Table 43 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 44 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 45 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 46 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 47 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Table 48 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2022-2027

DEODORANTS IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume sales higher than before pandemic

Global brands dominate

Sprays dominate, in spite of negative impact on environment

PROSPECTS AND OPPORTUNITIES

Muted growth, as deodorants near maturity

Opportunity for emergence of private label

Gradual shift to roll-ons over forecast period

CATEGORY DATA

Table 49 Sales of Deodorants by Category: Value 2017-2022

Table 50 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 51 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 52 NBO Company Shares of Deodorants: % Value 2018-2022

Table 53 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 54 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 55 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 56 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 57 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

Scotts International, EU Vat number: PL 6772247784

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

DEPILATORIES IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Full opening up of society benefits depilatories

Procter & Gamble continues to lead depilatories

Razors and hair removers/bleaches split lower- and higher-income consumers

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth in what is an immature product area

Opportunity for private label to emerge

Muted growth for beauty salons benefits retail

CATEGORY DATA

Table 58 Sales of Depilatories by Category: Value 2017-2022

Table 59 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 60 NBO Company Shares of Depilatories: % Value 2018-2022

Table 61 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 62 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 63 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sharp fall in volume sales, as inflation bites and trade disrupted

Increase in indirect imports as normal trade routes disrupted

Premium suffers bigger volume decline

PROSPECTS AND OPPORTUNITIES

Recovery of fragrances over forecast period

Mass fragrances faces competition from cheaper perfumed oils

E-commerce continues to gain value share

CATEGORY DATA

Table 64 Sales of Fragrances by Category: Value 2017-2022

Table 65 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 66 NBO Company Shares of Fragrances: % Value 2018-2022

Table 67 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 68 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022 Table 69 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 70 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 71 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fall in volume sales, as inflation bites

Global brands still dominate

Cheaper brands gaining value share in salon professional hair care

PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Potential growth for hair loss treatments

Product launches expected in the natural and organic sphere

CATEGORY DATA

Scotts International, EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 72 Sales of Hair Care by Category: Value 2017-2022

Table 73 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 74 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 75 NBO Company Shares of Hair Care: % Value 2018-2022

Table 76 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 77 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 78 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 79 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 80 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 81 ☐Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 82 ∏Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

MEN'S GROOMING IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Degree of trading down due to high inflation

Multinationals lead men?s grooming

Premium men?s fragrances hit hardest

PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Opportunity for private label to emerge

Men?s grooming will become segmented and specialised

CATEGORY DATA

Table 83 Sales of Men?s Grooming by Category: Value 2017-2022

Table 84 Sales of Men?s Grooming by Category: % Value Growth 2017-2022

Table 85 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 86 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 87 NBO Company Shares of Men?s Grooming: % Value 2018-2022

Table 88 LBN Brand Shares of Men?s Grooming: % Value 2019-2022

Table 89 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 90 Forecast Sales of Men?s Grooming by Category: Value 2022-2027

Table 91 Forecast Sales of Men?s Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased volume sales, as society opens up

Competitive landscape remains stable

Several new product launches in 2022

PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Dental floss and mouthwash see healthy growth

Battery toothbrushes see some growth

CATEGORY DATA

Table 92 Sales of Oral Care by Category: Value 2017-2022

Table 93 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 94 Sales of Toothbrushes by Category: Value 2017-2022

Table 95 Sales of Toothbrushes by Category: % Value Growth 2017-2022 Table 96 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Scotts International. EU Vat number: PL 6772247784

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

Table 97 NBO Company Shares of Oral Care: % Value 2018-2022

Table 98 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 99 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 100 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 101 ☐Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 102 ☐Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Soaring inflation dampens volume sales

Major international players hold largest value shares

Clean and natural labels more prevalent

PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Shift towards multifunctional products over forecast period

E-commerce will continue to gain value share

CATEGORY DATA

Table 103 Sales of Skin Care by Category: Value 2017-2022

Table 104 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 105 NBO Company Shares of Skin Care: % Value 2018-2022

Table 106 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 107 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 108 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 109 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN AZERBAIJAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care star performer in 2022

More affordable brands gain value share

Facial care products stealing some value share

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

Less focus on added benefits due to economic uncertainty

Blurring of lines between skin care and sun care

CATEGORY DATA

Table 110 Sales of Sun Care by Category: Value 2017-2022

Table 111 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 112 Sales of Sun Care by Premium vs Mass: % Value 2017-2022

Table 113 NBO Company Shares of Sun Care: % Value 2018-2022

Table 114 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 115 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 116 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 117 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Scotts International, EU Vat number: PL 6772247784

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



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$ - Complete the relevant blank fields and sign

Beauty and Personal Care in Azerbaijan

Market Direction | 2023-05-02 | 98 pages | Euromonitor

☐ - Send as a scanned email to support@scotts-international.com				
ORDER FORM:				
Select license	License			Price
	Single User Licence			€2200.00
	Multiple User License (1 Site)			€4400.00
	Multiple User License (Global)			€6600.00
			VAT	
			Total	
Email* First Name*	23% for Polish based companies, indivi	duals and EU based com Phone* Last Name*	panies who are unable to provide a	valid EU Vat Numbe
Job title*				
Company Name*		EU Vat / Tax ID / NIP number*		
Address*		City*		
Zip Code*		Country*		
		Date	2025-06-25	
		Signature		

Scotts International. EU Vat number: PL 6772247784

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