

Nappies/Diapers/Pants in Azerbaijan

Market Direction | 2024-02-28 | 19 pages | Euromonitor

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Report description:

Nappies/diapers/pants in Azerbaijan continued to be somewhat affected by inflationary pressures in 2023, despite the growth rates of inflation slowing down. Notably, manufacturers of diapers have seen hikes in the costs of raw materials (Azerbaijan is heavily dependent on trade and raw materials for production both from Russia and Ukraine), thus, ultimately resulting in unit price hikes which are passed on to consumers.

Euromonitor International's Nappies/Diapers/Pants 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 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Disposable Pants, Nappies/Diapers.

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

Why buy this report?

- * Get a detailed picture of the Nappies/Diapers/Pants 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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Consumers seek affordable options in the light of price hikes, albeit the global names still stand strong

Local brand Mini-Boss attracts attention thanks to its good price-to-quality ratio

Disposable pants continue to show the strongest growth

PROSPECTS AND OPPORTUNITIES

Sales in nappies/diapers/pants will continue to be supported by baseline demand

Competitive landscape set to remain consolidated, with an expected rise of small brands

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