

Menstrual Care in Azerbaijan

Market Direction | 2024-02-28 | 20 pages | Euromonitor

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Report description:

Menstrual care was seeing robust growth in 2023 in Azerbaijan, albeit at lower growth rates in value than witnessed in 2022, due to inflationary pressures starting to stabilise. Notably, with the stabilisation of inflation rates, this means unit prices are also starting to stabilise. That said, inflation does remain relatively high, which continues to support value sales. Overall, we are seeing a normalisation effect, as consumers have also returned to their out-of-home lifestyles more strongly,...

Euromonitor International's Menstrual 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 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: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

Why buy this report?

- * Get a detailed picture of the Menstrual 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.

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Competitive landscape remains consolidated, while Johnson & Johnson's return looks set to create future ripples

Consumers seek eco-friendly options and prefer towels and liners over tampons

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