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 1 - Sales of Sun Care by Category: Value 2017-2022
Table 2 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 7 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Azerbaijan - Industry Overview

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 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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