Beauty and Personal Care in Azerbaijan

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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Competitive landscape
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What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Azerbaijan

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Affordability key driver of value sales
Nivea holds on to top spot
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Global brands dominate
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- Blurring of lines between skin care and sun care

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- Brands innovate mainly by offering different formats
- Increased demand for added-value benefits

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- Product launches focus on natural and environmentally-friendly.

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**Mass Beauty and Personal Care in Azerbaijan**

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**2023 DEVELOPMENTS**
- Mass beauty and personal care remains nimble
- Global brands continue to lead
Consumers remain highly price sensitive

**PROSPECTS AND OPPORTUNITIES**

Price discounting and promotions key growth drivers
Expansion of modern retailing will support growth
Increasing number of Korean brands

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