

# Surface Care in Azerbaijan

February 2024

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## Surface Care in Azerbaijan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Minimal volume growth in 2023 More affordable brands gain value share New product development focuses on improved formulas and convenient packaging

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Multi-purpose cleaners remain popular Price discounts and the economising trend hampers value growth Gradual emergence of greener brands in surface care

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DISCLAIMER

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