

Premium Beauty and Personal Care in Azerbaijan

June 2022

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Premium Beauty and Personal Care in Azerbaijan - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Premium beauty and personal care sees booming sales, as affluent consumers resume post-pandemic lifestyles

Premium facial care boosted by “home spa” trends

Professional hair care struggles, due to limited salon activity and higher consumer price sensitivity

PROSPECTS AND OPPORTUNITIES

Consistent growth expected over the forecast period, driver by fragrances and facial care

Hair care expected to recover, but the pace and trends are yet to be seen

Domestic productions too small to quantify, with the global giants holding their places

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DISCLAIMER

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