

Wipes in Azerbaijan

February 2024

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Wipes in Azerbaijan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shrinkflation trends seen in wipes

Baby wipes supported by birth rates, convenience, and versatility

Cosmetics wipes sees niche demand in relation to beauty trends

PROSPECTS AND OPPORTUNITIES

An overall fragmented category with a few big names and a high number of small brands

Baby wipes set for strong competitive activity

Demand for intimate wipes will remain at a low level

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DISCLAIMER

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