

Bleach in Azerbaijan

February 2024

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Bleach in Azerbaijan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Muted constant value and volume growth in 2023
New, local brand Oxy White performs strongly
Bleach faces threat from alternative products such as surface and toilet care

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Bleach registers decline over forecast period
Value for money drives sales
Older consumer base remains loyal

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DISCLAIMER

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