



Euromonitor
International

Beauty and Personal Care in Azerbaijan

July 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Mass Beauty and Personal Care Drives Strong Category Growth Amid Expanding Consumer Access

Brands Leverage Asian Beauty Rituals and Multifunctional Formats to Captivate Consumers

Chart 1 - Morfose Milk Therapy Hair Serum

Premium Anti-Ageing Innovations Reinforce Long-Term Skin Health and Consumer Investment

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Population Growth to Fuel Sustained Value Expansion

Mass Beauty and Personal Care to Drive Sales While Premium Segment Is Set to Gain Momentum

Personalisation, Sustainability and Technology Reshape Consumer Choices and Business Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Diverse Portfolios and Strategic Acquisitions

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead While Supermarkets Gain Momentum

Retail E-Commerce Growth Reshapes Shopping Preferences among Younger Consumers

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Parental Demand for Safe and Convenient Baby Care Products

Chart 17 - Baby Sun Cream Jmsolution Marine Luminous Pearl Spf 50

Brands Embracing Asia Influence and Clean Formulas Boost Category Appeal and Trust

Players Prioritise Safety, Convenience and Digital Reach to Capture Cautious Parents

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Embrace E-Commerce and Sustainability to Drive Category Growth

Baby and Child-Specific Hair Care to Retain Value Leadership While Sun Care Surges Ahead

Manufacturers to Innovate with Clean, Multifunctional Products to Capture Discerning Parents

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kopas Kozmetik Pazarlama Strengthens Position with Trusted Products Amid Competitive Mid-Price Landscape

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets and Health Specialists Dominate Distribution

Retail E-Commerce Gains Traction by Offering Convenience and Broader Product Choice

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Baby and Child-Specific Products

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Baby and Child-Specific Products

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Driven by Evolving Consumer Preferences and Income Gains

Bar Soap Maintains Leadership Due to Affordability and Consumer Habits

Brands Leverage Clean Reimagined and Sustainability Trends to Capture Consumer Loyalty

Chart 33 - Biodepo Shower Gel Is Enriched with Fruit-Based Scents

Chart 34 - Value Sales 2020-2030

Chart 35 - Volume Sales 2020-2030

Chart 36 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth to Be Driven by Rising Consumption and Expanding Consumer Spending

Bar Soap to Retain Dominance While Liquid Soap Offers Further Growth Potential
Brands Set to Innovate with Natural Ingredients and Sustainability to Capture Loyalty
Chart 37 - Forecast Value Sales 2020-2030
Chart 38 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Position through Broad Assortment and Marketing
Chart 39 - Company Shares 2025
Chart 40 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead Growth with Dynamic Assortment and Promotions
Retail E-Commerce Gains Ground with Urban Consumers Valuing Speed and Exclusivity
Chart 41 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 42 - Economic Context for Bath and Shower
Chart 43 - Real Gdp Growth 2020-2030
Chart 44 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 45 - Consumer Context for Bath and Shower
Chart 46 - Population 2020-2030
Chart 47 - Consumer Expenditure 2020-2030
Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Expenditure and Urban Lifestyles
Inclusivity and Convenience Are Trends Capturing a Diverse Consumer Base
Chart 49 - Lip Tint Aqua Gel
Brands Innovate Sustainable Refill Formats to Meet Eco-Conscious Consumer Demand
Chart 50 - Value Sales 2020-2030
Chart 51 - Volume Sales 2020-2030
Chart 52 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Urban Lifestyles and Growing Consumer Spending to Fuel Sustained Growth
Urban Consumers Adopt Natural, Multifunctional and Clean Beauty Trends Shaping Innovation
Chart 53 - Forecast Value Sales 2020-2030
Chart 54 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Avon Drive Innovation and Adopt Multi-Channel Strategies
Chart 55 - Company Shares 2025
Chart 56 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead with Expanding Modern Retail Formats
E-Commerce Platforms Enhance Convenience and Product Accessibility for Consumers
Chart 57 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 58 - Economic Context for Colour Cosmetics
Chart 59 - Real Gdp Growth 2020-2030
Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Colour Cosmetics
Chart 62 - Population 2020-2030
Chart 63 - Consumer Expenditure 2020-2030
Chart 64 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Long-Lasting Protection and Evolving Consumer Preferences
Deodorant Sprays Dominate Sales with Convenience and Freshness Appeal
Innovative Deodorant Sticks and Clean Formulations Reshape Consumer Demand
Chart 65 - Siveno Natural Roll-On Deodorant for Women
Chart 66 - Value Sales 2020-2030
Chart 67 - Volume Sales 2020-2030
Chart 68 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Amid Evolving Consumer Demands
Niche Formats Set to Gain Traction as Eco-Conscious Consumers Reshape Preferences
Brands to Prioritise Sustainability and Targeted Marketing to Capture Growth Opportunities
Chart 69 - Forecast Value Sales 2020-2030
Chart 70 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Improtex and Nivea Dominate with Strategic Innovation and Market Presence
Chart 71 - Company Shares 2025
Chart 72 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Offline Sales
E-Commerce Growth Accelerates as Consumers Seek Convenience and Wider Product Choice
Chart 73 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 74 - Economic Context for Deodorants
Chart 75 - Real Gdp Growth 2020-2030

Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Deodorants

Chart 78 - Population 2020-2030

Chart 79 - Consumer Expenditure 2020-2030

Chart 80 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Asian Brands Leverage Technology and Affordability to Drive Growth and Competition

Women'S Razors and Blades Lead with Convenience While Pre-Shave Gains Momentum

Brands Innovate with Skin-Friendly Formulations to Meet Evolving Consumer Needs

Chart 81 - Depilatory Cream Eveline Bio Depil

Chart 82 - Value Sales 2020-2030

Chart 83 - Volume Sales 2020-2030

Chart 84 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Convenient and Skin-Friendly Hair Removal Options to Drive Steady Growth

Women'S Razors and Blades to Maintain Dominance While Pre-Shave Is Set to Capture Rapid Growth

Innovation in Skin-Friendly Formulations and Personalised Products Reshapes Consumer Expectations

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Positions Amid Moderate Market Concentration Shifts

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Retain Dominance through Beauty Chains

Retail E-Commerce Gains Traction by Offering Convenience and Variety

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Depilatories

Chart 91 - Real Gdp Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Depilatories

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Premium Demand and Social Media Promotion Drive Value Growth in Local Fragrances

Mass Fragrances Lead Volume Sales Supported by Affordability and Broad Appeal

Brands Embrace Sustainability and Inclusivity to Capture Evolving Consumer Values

Chart 97 - Giorgio Armani Cuir Nu

Chart 98 - Value Sales 2020-2030

Chart 99 - Volume Sales 2020-2030

Chart 100 - Value Sales by Category 2025

WHAT'S NEXT?

Innovative Packaging and Personalised Scents to Drive Market Expansion

Premium Fragrances Set to Accelerate Growth, Mass Fragrances to Maintain Broad Appeal

Eco-Consciousness and Customisation to Reshape Brand Strategies and Consumer Loyalty

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Shifting Market Shares

Import Reliance and Channel Competition Drive Innovation and Market Expansion

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as Consumers Seek Personalised Experiences

Retail E-Commerce Expands as Consumers Seek Convenience and Broad Product Access

Chart 105 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 106 - Economic Context for Fragrances

Chart 107 - Real Gdp Growth 2020-2030

Chart 108 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 109 - Consumer Context for Fragrances

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Shampoo Demand and Innovation Fuel Steady Growth Amid Rising Consumer Spending
Brands Leverage Lifestyle and Sustainability Trends to Innovate and Engage
Chart 113 - Hair Perfume Positioned as a 2-In-1 Option
Clean Reimagined Trend Focuses on Effective Formulations
Chart 114 - Value Sales 2020-2030
Chart 115 - Volume Sales 2020-2030
Chart 116 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Demand Set to Drive Sustained Hair Care Growth to 2030
Salon Professional Hair Care Offers Further Growth Rapidly as Exclusivity Broadens
Innovative, Natural and Professional Trends Reshape Hair Care Dynamics
Chart 117 - Forecast Value Sales 2020-2030
Chart 118 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Brand Strength and Innovation
Chart 119 - Company Shares 2025
Chart 120 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution
Retail E-Commerce Gains Traction through Convenience and Product Variety
Chart 121 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Hair Care
Chart 123 - Real Gdp Growth 2020-2030
Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Hair Care
Chart 126 - Population 2020-2030
Chart 127 - Consumer Expenditure 2020-2030
Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Men'S Grooming Sales Grow Steadily Driven by Premium and Mass Segments
Men'S Shaving Leads in Value While Deodorants Show Dynamic Growth
Premium Brands Leverage Lifestyle Trends to Captivate Modern Males
Chart 129 - Giorgio Armani Stronger with You Parfum
Chart 130 - Value Sales 2020-2030
Chart 131 - Volume Sales 2020-2030
Chart 132 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Fragrances to Drive Robust Growth Amid Rising Consumer Spending
Men Broaden Grooming Routines Embracing Self-Care and Natural Products
Digital Engagement to Reshape Retail Strategies
Chart 133 - Forecast Value Sales 2020-2030
Chart 134 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Moderate Market Fragmentation
Chart 135 - Company Shares 2025
Chart 136 - Brand Shares 2025

CHANNELS

Specialists and Grocery Retailers Maintain Dominance Driven by Accessibility and Promotions
Retail E-Commerce Accelerates Rapidly by Offering Convenience and Competitive Pricing
Chart 137 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Men's Grooming
Chart 139 - Real Gdp Growth 2020-2030
Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Men's Grooming
Chart 142 - Population 2020-2030
Chart 143 - Consumer Expenditure 2020-2030
Chart 144 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Expenditure and Oral Health Awareness
Toothpaste Dominates Sales While Battery Toothbrushes Gain Momentum
Median Korean Toothpaste and Tiens Drive Innovation Amid Lifestyle Trends
Chart 145 - Median Korean Toothpaste Benefits From Asian Influence in Oral Care
Chart 146 - Value Sales 2020-2030
Chart 147 - Volume Sales 2020-2030
Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Consumers to Drive Demand for Innovative and Natural Oral Care Products
Toothpaste to Remain Dominant While Mouth Fresheners Are Set to Gain Ground
Innovation and Asian Influence Reshape Oral Care Purchasing and Product Strategies
Chart 149 - Forecast Value Sales 2020-2030
Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Distributor Changes
Chart 151 - Company Shares 2025

Chart 152 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Driven by Mass Consumer Reach

Retail E-Commerce Rapidly Expands as Consumers Seek Convenience and Exclusive Offers

Chart 153 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Oral Care

Chart 155 - Real Gdp Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Oral Care

Chart 158 - Population 2020-2030

Chart 159 - Consumer Expenditure 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Facial Care and Economic Resilience

Facial Care Leads with Targeted Efficacy While Hand Care and Lip Care Expand Rapidly

Chart 161 - Nivea Cellular Epigenetics Serum Focuses on Deeper Skin Care Options

Brands Leverage Innovation and Sustainability to Engage Consumers and Drive Growth

Chart 162 - Value Sales 2020-2030

Chart 163 - Volume Sales 2020-2030

Chart 164 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Shift to Clean and Functional Formulations Driving Growth

Facial Care to Remain Dominant, While Hand Care Shows Dynamic Volume Growth

Pharmacy Expansion and Rising Awareness to Boost Dermatological Sales

Chart 165 - Forecast Value Sales 2020-2030

Chart 166 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Concentrated Competition

Chart 167 - Company Shares 2025

Chart 168 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead While Supermarkets Gains Due to Convenience

Retail E-Commerce Expands Reach and Product Variety, Challenging Traditional Offline Stores

Chart 169 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 170 - Economic Context for Skin Care

Chart 171 - Real Gdp Growth 2020-2030

Chart 172 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 173 - Consumer Context for Skin Care

Chart 174 - Population 2020-2030

Chart 175 - Consumer Expenditure 2020-2030

Chart 176 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Increasing Awareness and Economic Stability Boosts Sales

Adult Sun Care Leads Growth While Natural Aftersun Products Gain Momentum

Multifunctional Products Address Demand for Convenience

Chart 177 - Sachajuan Hair in the Sun

Chart 178 - Value Sales 2020-2030

Chart 179 - Volume Sales 2020-2030

Chart 180 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers' Growing Awareness and Local Climate to Drive Sustained Sun Care Growth

Adult Sun Care Will Remain Dominant, but Baby and Child-Specific Sun Care Offers Growth Potential

Multifunctional Innovations and Eco-Consciousness to Reshape Consumer Expectations and Business Strategies

Chart 181 - Forecast Value Sales 2020-2030

Chart 182 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Evyap's Rapid Growth Shifts Competitive Balance among Key Players

Chart 183 - Company Shares 2025

Chart 184 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Remain Dominant with Urban Appeal and Expertise

Retail E-Commerce Expands Rapidly as Convenience and Exclusivity Attract Urban Consumers

Chart 185 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 186 - Economic Context for Sun Care

Chart 187 - Real Gdp Growth 2020-2030

Chart 188 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 189 - Consumer Context for Sun Care

Chart 190 - Population 2020-2030

Chart 191 - Consumer Expenditure 2020-2030

Chart 192 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in Azerbaijan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Reflects Rising Consumer Investment in Advanced Beauty Solutions

Premium Fragrances Drives Value Sales

Amway'S Artistry Longxeivity Cream Exemplifies Longevity Trend Shaping Consumer Preferences

Chart 193 - Artistry Longxeivity Rich Cream

Chart 194 - Value Sales 2020-2030

Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Changing Consumer Profiles to Fuel Growth Potential

Premium Fragrances Will Retain Strength Amid Growth Potential for Other Products

Innovation in Multifunctional and Sustainable Products to Reshape Consumer Demand

Chart 196 - Forecast Value Sales 2020-2030

Chart 197 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Market Share through Strategic Brand Portfolios

Chart 198 - Company Shares 2025

Chart 199 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 200 - Economic Context for Premium Beauty and Personal Care

Chart 201 - Real Gdp Growth 2020-2030

Chart 202 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 203 - Consumer Context for Premium Beauty and Personal Care

Chart 204 - Population 2020-2030

Chart 205 - Consumer Expenditure 2020-2030

Chart 206 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Azerbaijan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Economic Resilience and Rising Consumer Spending

Mass Hair Care Leads Value Sales Driven by Affordability and Natural Ingredient Trends

Jev Leverages Lifestyle Beauty Trend with Innovative Compact Blush Gaining Traction

Chart 207 - Jev Soft Touch Cushion Liquid Blush

Chart 208 - Value Sales 2020-2030

Chart 209 - Value Sales by Category 2025

WHAT'S NEXT?

Personalised and Multifunctional Products to Fuel Demand Growth

Mass Hair Care to Lead Value Sales While Baby and Child-Specific Products Offer Further Growth Potential

Eco-Conscious and Digital Innovations Set to Reshape Consumer Behaviour and Business Models

Chart 210 - Forecast Value Sales 2020-2030

Chart 211 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions through Portfolio Breadth and Marketing

Chart 212 - Company Shares 2025

Chart 213 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 214 - Economic Context for Mass Beauty and Personal Care

Chart 215 - Real Gdp Growth 2020-2030

Chart 216 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 217 - Consumer Context for Mass Beauty and Personal Care

Chart 218 - Population 2020-2030

Chart 219 - Consumer Expenditure 2020-2030

Chart 220 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-azerbaijan/report.