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Mass Beauty and Personal Care in Azerbaijan

https://marketpublishers.com/r/MEAE90EB365EN.html
Date: April 2024
Pages: 20
Price: US$ 990.00 (Single User License)
ID: MEAE90EB365EN

Abstracts

Mass beauty and personal care still accounted for significantly more value sales than premium in Azerbaijan in 2023. However, its current value growth was lower. That being said, there was growth. Mass beauty and personal products are continually innovating and are quick to pick up on trends and messaging that often first appears within premium products. As such, though value for money was the most important driver when buying many products, high quality was also a requisite.

Euromonitor International's Mass Beauty and Personal Care in Azerbaijan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Mass Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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