



Nappies/Diapers/Pants in Azerbaijan

February 2024

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Nappies/Diapers/Pants in Azerbaijan - Category analysis

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2023 DEVELOPMENTS

Consumers seek affordable options in the light of price hikes, albeit the global names still stand strong

Local brand Mini-Boss attracts attention thanks to its good price-to-quality ratio

Disposable pants continue to show the strongest growth

PROSPECTS AND OPPORTUNITIES

Sales in nappies/diapers/pants will continue to be supported by baseline demand

Competitive landscape set to remain consolidated, with an expected rise of small brands

Rising consumer demand for skin-kind and eco-friendly products

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DISCLAIMER

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