



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

PROSPECTS AND OPPORTUNITIES

Bleach registers decline over forecast period

Value for money drives sales

Older consumer base remains loyal

CATEGORY DATA

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DISCLAIMER

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