

Oral Care in Azerbaijan

May 2025

Table of Contents

Oral Care in Azerbaijan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Greater oral health awareness supports steady growth

Colgate-Palmolive strengthens market leadership through value and innovation

Supermarkets and e-commerce are valued for their accessibility and convenience

PROSPECTS AND OPPORTUNITIES

Stable demand and product accessibility will support long-term growth

Functional benefits and value will shape purchasing behaviour

Continued interest in whitening and children's dental care will prompt further innovation

CATEGORY DATA

- Table 1 Sales of Oral Care by Category: Value 2019-2024
- Table 2 Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 3 Sales of Toothbrushes by Category: Value 2019-2024
- Table 4 Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 5 Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 6 NBO Company Shares of Oral Care: % Value 2020-2024
- Table 7 LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 8 Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 9 Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 10 Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 11 Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Beauty and Personal Care in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 12 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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 focusing 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/oral-care-in-azerbaijan/report.