



# Wipes in Azerbaijan

February 2024

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## Wipes in Azerbaijan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shrinkflation trends seen in wipes

Baby wipes supported by birth rates, convenience, and versatility

Cosmetics wipes sees niche demand in relation to beauty trends

#### PROSPECTS AND OPPORTUNITIES

An overall fragmented category with a few big names and a high number of small brands

Baby wipes set for strong competitive activity

Demand for intimate wipes will remain at a low level

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