

Bleach in Azerbaijan

February 2025

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Bleach in Azerbaijan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance for bleach New local brand Oxy White performs strongly Players look to differentiate

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Fall in volume sales over forecast period Bleach faces threat from alternative products such as surface and toilet care Affordable brands gain value share

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2019-2024Table 2 - Sales of Bleach: % Value Growth 2019-2024Table 3 - NBO Company Shares of Bleach: % Value 2020-2024Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024Table 5 - Forecast Sales of Bleach: Value 2024-2029Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

Home Care in Azerbaijan - Industry Overview

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Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

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MARKET DATA

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SOURCES

Summary 1 - Research Sources

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