



# Surface Care in Azerbaijan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Minimal volume growth in 2024
- More affordable brands gain value share
- More focus on ingredients

PROSPECTS AND OPPORTUNITIES

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- New product development focuses on improved formulas and convenient packaging
- Price discounts and the economising trend hampers value growth

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Home Care in Azerbaijan - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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