



Toilet Care in Azerbaijan

April 2026

Table of Contents

Toilet Care in Azerbaijan - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Sales Growth Driven by Private Label and Innovation

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Strong Sales Growth Driven by Private Label and Innovation

Chart 2 - Chistin WC Gel

Toilet Liquids/Foam Dominates Sales with Multifunctional Benefits

Private Label Disruption Redefines Market Dynamics

Chart 3 - Private label, N

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Uncertainty Poses Risks to Market Growth

Multifunctionality to Drive Popularity of Toilet Liquids/Foam

Brand Competition to Drive Innovation

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Improtex Dc Drives Market Concentration

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Lead Toilet Care Sales

Retail E-Commerce Gains Traction in Toilet Care Sales

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toilet Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toilet Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Azerbaijan - Industry Overview](#)

EXECUTIVE SUMMARY

Private Label and Health and Wellness Drive Home Care Sales

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Private Label and Health and Wellness Drive Home Care Sales

Chart 20 - Multi-purpose Chistin Gel

Laundry Care Dominates Sales with Steady Consumer Interest

Chart 21 - Private Label N By Neptun

Multifunctionality and Private Labels Drive Innovation and Sales

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Convenient and Health-Conscious Products Drives Growth

Laundry Care Maintains Dominance

Chart 25 - Analyst Insight for Home Care

Multifunctionality and Health and Wellness Shape Future Product Offerings

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Azerbaijan and Mazarina Mmc Lead Market Share

Brands Adapt to Consumer Demands to Drive Competition

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Offline Grocery Retailers Maintain Dominance in Home Care Sales

E-Commerce Gains Traction in Home Care

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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 focussing 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/toilet-care-in-azerbaijan/report.