



Tissue and Hygiene in Azerbaijan

May 2026

Table of Contents

Tissue and Hygiene in Azerbaijan

EXECUTIVE SUMMARY

Urbanisation Drives Demand for Hygiene Essentials

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Urbanisation Drives Demand for Hygiene Essentials

Azersun Holding Mmc Leverages Private Label "Papi Soft" to Drive Affordable Solutions

Chart 2 - Papi Soft Launched as Affordable Private Label Wipes

Kotex Natural and Evony Premium Capture Consumer Demand for Safety and Comfort

Chart 3 - Kotex Natural for a Better Wellness Experience

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label and Turkish Brands Drive Competitive Pricing as Consumer Loyalty Shifts.

Chart 6 - Analyst Insight for Tissue and Hygiene

Private Labels Are Expected to Boost Growth with Promotions and Attractive Offers

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mazarina Mmc Maintains Leadership and Outperforms Rivals

Private Labels Shift the Market toward Lower-Priced Alternatives

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Modern Trade Expansion Boosts Sales through a Wider Assortment and Promotions

Consumer Tastes Shift Amid Decline of Small Local Grocers

E-Commerce Accelerates as Digital Trust and Convenience Reshape Purchasing

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Tissue and Hygiene

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Tissue and Hygiene

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Away-From-Home Tissue and Hygiene in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Private Label Life Brand Attracts Value-Focused Buyers with Larger Pack Sizes

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Away-From-Home Tissue and Hygiene

INDUSTRY PERFORMANCE

Private Label Life Brand Attracts Value-Focused Buyers with Larger Pack Sizes

Chart 20 - Private Label Toilet Paper Brand, Life

Healthcare Needs Fuel Afh Hygiene Sales

Chart 21 - AFH Adult Incontinence Brand, Dr. Marco

E-Commerce Platforms Broaden Access to Competitive No-Name Hygiene Brands

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Hotels and Restaurants Expand, Boosting Demand for Essential Hygiene Products

Chart 24 - Analyst Insight for Away-From-Home Tissue and Hygiene

Professional Buyers Favour Reliable Supply and Value in Tenders

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

CHANNELS

Hotels and Restaurants Drive Demand as Offices Show Steady Gains

Institutional Demand Sets the Pace for Afh Tissue Growth

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Adult Incontinence in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Consumer Demands for Comfort and Reliability Drive Premiumisation

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Retail Adult Incontinence

INDUSTRY PERFORMANCE

Consumer Demands for Comfort and Reliability Drive Premiumisation

Veyselglu Mmc's Evony Premium Sets New User Standards

Chart 36 - Veyselglu MMC Launches Evony Premium for Greater Comfort

Lody and Paddlers Challenge Incumbents with Value and Wellness Focus

Chart 37 - New Brand Lody
Chart 38 - Value Sales 2020-2030
Chart 39 - Volume Sales 2020-2030
Chart 40 - Value Sales by Category 2025

WHAT'S NEXT?

Turkish Brands and Budget Pricing Drive Volume Growth
Consumers Expected to Shift to Moderate and Heavy Products as Needs Intensify
Chart 41 - Analyst Insight for Retail Adult Incontinence
Light Adult Incontinence to Gain Ground as Product Awareness Grows
Chart 42 - Forecast Value Sales 2020-2030
Chart 43 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Veyseloglu Mmc Challenges Mazari?na Mmc as Price Sensitivity Grows
Evony Pressures Seni Amid Market Shift
Chart 44 - Company Shares 2025
Chart 45 - Brand Shares 2025

CHANNELS

Pharmacies Build Trust as Shoppers Seek Authenticity and Guidance
Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Retail Adult Incontinence
Chart 48 - Real Gdp Growth 2020-2030
Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Retail Adult Incontinence
Chart 51 - Population 2020-2030
Chart 52 - Consumer Expenditure 2020-2030
Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nappies/Diapers/Pants in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Karvan Mmc Expands Distribution of Affordable Choices as Consumers Prioritise Value

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Karvan Mmc Expands Distribution of Affordable Choices as Consumers Prioritise Value
Chart 55 - Evy Baby Launches as an Affordable Option
Huggies Sets Premium Benchmark as Demand for Quality Intensifies
Chart 56 - Huggies Launches Premium "Elite Soft" Range
Chart 57 - Value Sales 2020-2030
Chart 58 - Volume Sales 2020-2030
Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Turkish Brands Expand Affordable Choices as Parents Seek Value

Chart 60 - Analyst Insight for Nappies/Diapers/Pants

Parents Drive Innovation as Comfort and Safety Take Priority

Chart 61 - Forecast Value Sales 2020-2030

Chart 62 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mazarina Mmc Strengthens Position as Value Brands Gain Ground

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Modern Trade Widens Reach as Parents Seek Variety and Promotions

E-Commerce Accelerates as Home Delivery Meets Parents' Convenience Needs

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Nappies/Diapers/Pants

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Nappies/Diapers/Pants

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Menstrual Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Molped and No-Name Brands Increase Price Competition and Consumer Choice

KEY INDUSTRY TRENDS

Chart 73 - Key Industry Trends for Menstrual Care

INDUSTRY PERFORMANCE

Molped and No-Name Brands Increase Price Competition and Consumer Choice

Chart 74 - Molped Launches Super Economy Packs

Always Platinum and Kotex Natural Drive Demand for Premium and Natural Solutions

Chart 75 - Always Platinum Range for a Premium Experience

Chart 76 - Value Sales by Category 2025

WHAT'S NEXT?

Working Women Drive to Demand for Functional and Convenient Menstrual Care Products

Chart 77 - Analyst Insight for Menstrual Care

Convenience and Discretion to Drive Ongoing Demand for Towels, While Tampons Will Remain Niche

Chart 78 - Forecast Value Sales 2020-2030

Chart 79 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mazarina Mmc Maintains Top Position as Kigili Group Regains Share

Johnson & Johnson Inc Returns to Azerbaijan Menstrual Care Market

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

CHANNELS

Modern Retail Chains Expand While Small Local Grocers Remain Important

Chart 82 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 83 - Economic Context for Menstrual Care

Chart 84 - Real Gdp Growth 2020-2030

Chart 85 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 86 - Consumer Context for Menstrual Care

Chart 87 - Population 2020-2030

Chart 88 - Consumer Expenditure 2020-2030

Chart 89 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Wipes in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mazarina Mmc Leverages Clean Wellness to Drive Demand for Multifunctional Wipes

KEY INDUSTRY TRENDS

Chart 90 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Mazarina Mmc Leverages Clean Wellness to Drive Demand for Multifunctional Wipes

Chart 91 - Wipes Huggies "All Over Clean"

Bazarstore's Life Brand Expands Choice as Price Sensitivity Shapes Purchasing

Chart 92 - Private Label Wipes "Life"

Chart 93 - Value Sales 2020-2030

Chart 94 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Affordable Wipe Lines as Price Pressure Grows

Chart 95 - Analyst Insight for Wipes

Manufacturers Drive Growth with Sustainable and Multifunctional Innovations

Chart 96 - Forecast Value Sales 2020-2030

Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Qafqaz Paper Industry Co Paper Industry Co Accelerates Share Gains as Global Brands Lose Ground

Chart 98 - Company Shares 2025

Chart 99 - Brand Shares 2025

CHANNELS

Offline Retail Extends Lead as Pharmacies Innovate with Digital Platforms

Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Wipes
Chart 102 - Real Gdp Growth 2020-2030
Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Wipes
Chart 105 - Population 2020-2030
Chart 106 - Consumer Expenditure 2020-2030
Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail Tissue in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Azersun Holding Drives Price Competition with Private Label Expansion

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Retail Tissue

INDUSTRY PERFORMANCE

Azersun Holding Drives Price Competition with Private Label Expansion
Chart 109 - Azersun Holding Launches Privatelable Brand "Papi Soft"
Toilet Paper Leads in Size as Large Packs Fuel Volume Gains
Aqua Bambu Leverages Sustainability to Capture Eco-Conscious Consumers Online
Chart 110 - Aqua Bambu Positions Paper Towels as Eco-Friendly and Comfort- Oriented
Chart 111 - Value Sales 2020-2030
Chart 112 - Volume Sales 2020-2030
Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Toilet Paper Forecast to Drive Category Growth
Chart 114 - Analyst Insight for Retail Tissue
Private Label Players to Meet Demand for Value and Sustainability
Chart 115 - Forecast Value Sales 2020-2030
Chart 116 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Qafqaz Paper Industry Co Leverages Distribution Strength to Defend Lead
Brand Shares Sees a Mixed Performance as Private Label Intensifies Competition
Chart 117 - Company Shares 2025
Chart 118 - Brand Shares 2025

CHANNELS

Offline Retail Expansion Increases Competition and Consumer Choice
Chart 119 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 120 - Economic Context for Retail Tissue
Chart 121 - Real Gdp Growth 2020-2030
Chart 122 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 123 - Consumer Context for Retail Tissue

Chart 124 - Population 2020-2030

Chart 125 - Consumer Expenditure 2020-2030

Chart 126 - 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/tissue-and-hygiene-in-azerbaijan/report.