

# Home Care in Azerbaijan

February 2025

**Table of Contents** 

# Home Care in Azerbaijan

# **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

## MARKET INDICATORS

Table 1 - Households 2019-2024

# MARKET DATA

- Table 2 Sales of Home Care by Category: Value 2019-2024
- Table 3 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 4 NBO Company Shares of Home Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 7 Distribution of Home Care by Format: % Value 2019-2024
- Table 8 Distribution of Home Care by Format and Category: % Value 2024
- Table 9 Forecast Sales of Home Care by Category: Value 2024-2029
- Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

## DISCLAIMER

# **SOURCES**

Summary 1 - Research Sources

## Air Care in Azerbaijan

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Healthy performance for air care

Air Wick loses top spot

Increasing concern about effects of chemicals

# PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Electric air fresheners register healthy volume growth over forecast period

New product launches over forecast period

# CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 NBO Company Shares of Air Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 15 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

# Bleach in Azerbaijan

# KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Positive performance for bleach

New local brand Oxy White performs strongly

Players look to differentiate

## PROSPECTS AND OPPORTUNITIES

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 17 - Sales of Bleach: Value 2019-2024

Table 18 - Sales of Bleach: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Bleach: % Value 2020-2024

Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 21 - Forecast Sales of Bleach: Value 2024-2029

Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

# Dishwashing in Azerbaijan

## **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Marginal value growth in dishwashing

Procter & Gamble still dominates hand dishwashing

Focus on more natural ingredients

## PROSPECTS AND OPPORTUNITIES

Limited growth for automatic dishwashing

Increased penetration of Iranian and Turkish brands

Increasing focus on sustainability

## CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2019-2024

## CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2019-2024

Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

# Home Insecticides in Azerbaijan

## **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Significant fall in value and volume sales in 2024

Mosquitall brand now dominates

Spray/aerosols main product on offer

# PROSPECTS AND OPPORTUNITIES

More positive outlook over forecast period

More demand for greener home insecticides over forecast period

Higher volume growth for electric insecticides

#### CATEGORY DATA

- Table 30 Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

# Laundry Care in Azerbaijan

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Moderate volume growth in 2024
Fabric softeners continue to be under pressure
Procter & Gamble holds on to strong lead

# PROSPECTS AND OPPORTUNITIES

Stable growth over forecast period Turkish brand Bingo gains value share Increasing focus on sustainability

## CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2019-2024

## **CATEGORY DATA**

- Table 37 Sales of Laundry Care by Category: Value 2019-2024
- Table 38 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

# Polishes in Azerbaijan

## **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Significant fall in volume sales

Turkish brands maintain their leadership in shoe polish

Little innovation as other more flexible cleaning products gain value share

# PROSPECTS AND OPPORTUNITIES

Mixed picture over forecast period Continuing demand for global brands Liquid shoe polishes in demand

#### CATEGORY DATA

- Table 51 Sales of Polishes by Category: Value 2019-2024
- Table 52 Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

# Surface Care in Azerbaijan

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Minimal volume growth in 2024

More affordable brands gain value share

# More focus on ingredients

# PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners will continue to shape surface care and lower value share for Clin

New product development focuses on improved formulas and convenient packaging

Price discounts and the economising trend hampers value growth

## **CATEGORY DATA**

- Table 57 Sales of Surface Care by Category: Value 2019-2024
- Table 58 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

# Toilet Care in Azerbaijan

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Strong performance for toilet care

Domestos continues to lead

Gradual emergence of greener brands in surface care

# PROSPECTS AND OPPORTUNITIES

Fierce competition among brands.

Bref brand continues to lead in rim blocks

Continuing differentiation to keep consumers engaged

# CATEGORY DATA

Table 65 - Sales of Toilet Care by Category: Value 2019-2024

Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

# 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/home-care-in-azerbaijan/report.