



Home Care in Azerbaijan

April 2026

Table of Contents

Home Care in Azerbaijan

EXECUTIVE SUMMARY

Private Label and Health and Wellness Drive Home Care Sales

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Private Label and Health and Wellness Drive Home Care Sales

Chart 2 - Multi-purpose Chistin Gel

Laundry Care Dominates Sales with Steady Consumer Interest

Chart 3 - Private Label N By Neptun

Multifunctionality and Private Labels Drive Innovation and Sales

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Convenient and Health-Conscious Products Drives Growth

Laundry Care Maintains Dominance

Chart 7 - Analyst Insight for Home Care

Multifunctionality and Health and Wellness Shape Future Product Offerings

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - 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 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Offline Grocery Retailers Maintain Dominance in Home Care Sales

E-Commerce Gains Traction in Home Care

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Home Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Home Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Air Care in Azerbaijan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Decline in Sales Volumes Amid Growing Demand for Eco-Friendly Products

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Decline in Sales Volumes Amid Growing Demand for Eco-Friendly Products

Spray/Aerosol Air Fresheners Dominate the Market

Chart 21 - Private Label Brand, Domol

Sustainability and Mood-Bosting Ingredients Drive Innovation

Chart 22 - Whisper Liquid Hanging Air Freshener

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Eco-Friendly Air Care Solutions

Spray/Aerosol Air Fresheners Remains Dominant, Electric Air Fresheners Grows Rapidly

Chart 26 - Analyst Insight for Air Care

Increasing Interest in Air Care as a Mood-Booster Shapes Future Product Offerings

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Diverse Offerings

Growth of Private Label Presents Opportunity

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Air Care Sales through Wide Assortment

E-Commerce Gains Traction with Convenience and Wide Product Range

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Production and Imports Drive Stable Sales

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Local Production and Imports Drive Stable Sales

Multifunctionality and Sustainability Drive Consumer Preference

Chart 40 - Chistin-Gel Has Multiple Functions

Chart 41 - Value Sales 2020-2030

Chart 42 - Volume Sales 2020-2030

WHAT'S NEXT?

Local Brands Drive Growth with Affordable Pricing

Regulations Drive Demand for Eco-Friendly Bleach Alternatives

Multifunctionality and Affordability Drive Consumer Preference

Chart 43 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Grip through Quality and Innovation

Chart 44 - Company Shares 2025

Chart 45 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Bleach Sales through Convenience

E-Commerce Gains Traction with Convenience and Variety

Chart 46 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 47 - Economic Context for Bleach

Chart 48 - Real Gdp Growth 2020-2030

Chart 49 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 50 - Consumer Context for Bleach

Chart 51 - Population 2020-2030

Chart 52 - Consumer Expenditure 2020-2030

Chart 53 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Stagnant Sales Volume Masks Shifting Consumer Preferences

KEY INDUSTRY TRENDS

Chart 54 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Stagnant Sales Volume Masks Shifting Consumer Preferences

Chart 55 - Fairy Platinum Dishwasher Capsules

Private Label Gains Traction among Price-Conscious Consumers

Chart 56 - Crispi Eco-Friendly Dishwasher Tablets

Health and Wellness and Private Label Lines Drive Innovation and Consumer Choice

Chart 57 - Value Sales 2020-2030

Chart 58 - Volume Sales 2020-2030

Chart 59 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Sustainability in Dishwashing Products

Hand Dishwashing Remains Dominant, but Automatic Dishwashing Grows Steadily

Chart 60 - Analyst Insight for Dishwashing

Health and Wellness Drive Innovation and Consumer Choice

Chart 61 - Forecast Value Sales 2020-2030

Chart 62 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Azerbaijan Maintains Lead Despite Rising Competition

Chart 63 - Company Shares 2025

Chart 64 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Dishwashing Sales with Wide Reach

Health and Beauty Specialists Drive Growth in Non-Grocery Retail

E-Commerce Gains Traction with Convenience and Variety

Chart 65 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 66 - Economic Context for Dishwashing

Chart 67 - Real Gdp Growth 2020-2030

Chart 68 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 69 - Consumer Context for Dishwashing

Chart 70 - Population 2020-2030

Chart 71 - Consumer Expenditure 2020-2030

Chart 72 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Manufacturers Develop Safer Alternatives Amid Declining Sales

KEY INDUSTRY TRENDS

Chart 73 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Manufacturers Develop Safer Alternatives Amid Declining Sales

Chart 74 - Mosquitall Natural Protection

Spray/Aerosol Insecticides Dominates, Multifunctional Products Gain Traction

Health and Wellness Drives Innovation in Product Development

Chart 75 - Value Sales 2020-2030

Chart 76 - Volume Sales 2020-2030

Chart 77 - Value Sales by Category 2025

WHAT'S NEXT?

Home Insecticides to Experience Low Growth

Spray/Aerosol Insecticides Remains Dominant Despite Health Concerns

Electric Insecticides to Gain Traction as Economy Recovers

Chart 78 - Forecast Value Sales 2020-2030

Chart 79 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bioguard Ooo Strengthens Lead with Natural Product Lines

Chart 80 - Company Shares 2025

Chart 81 - Brand Shares 2025

CHANNELS

Large Retail Chains Dominate Sales through Promotions and Convenience

Variety and Comparison Opportunities Drive E-Commerce

Chart 82 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 83 - Economic Context for Home Insecticides

Chart 84 - Real Gdp Growth 2020-2030

Chart 85 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 86 - Consumer Context for Home Insecticides

Chart 87 - Population 2020-2030

Chart 88 - Consumer Expenditure 2020-2030

Chart 89 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Stagnant Prices and Evolving Formats Characterise Laundry Care

KEY INDUSTRY TRENDS

Chart 90 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Stagnant Prices and Evolving Formats Characterise Laundry Care

Laundry Detergents Dominates Sales in Laundry Care

Chart 91 - Lenor fabric softener

Private Label Products Expand with Retailer Support

Chart 92 - Stupinsky Chemical Plant's Bolshaya Stirka

Chart 93 - Value Sales 2020-2030

Chart 94 - Volume Sales 2020-2030

Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

Russian and Turkish Brand Gain Market Share

Liquid Detergents Drive Sales

Chart 96 - Analyst Insight for Laundry Care

Brands Continue to Develop Private Label Lines

Chart 97 - Forecast Value Sales 2020-2030

Chart 98 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Azerbaijan Dominates with Strong Brand Reputation

Chart 99 - Company Shares 2025

Chart 100 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Lead Laundry Care Sales

Retail E-Commerce Gains Traction Slowly

Chart 101 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 102 - Economic Context for Laundry Care

Chart 103 - Real Gdp Growth 2020-2030

Chart 104 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 105 - Consumer Context for Laundry Care

Chart 106 - Population 2020-2030

Chart 107 - Consumer Expenditure 2020-2030

Chart 108 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Shoe Polish Drives Sales Growth with Innovative Products

KEY INDUSTRY TRENDS

Chart 109 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Shoe Polish Drives Sales Growth with Innovative Products

Chart 110 - Polish for white shoes

Consumers Shift Towards Convenient and Multifunctional Home Care Solutions

Evolving Product Formats and Premiumisation Shape the Polishes Market

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Decline in Traditional Polishes as Consumers Seek Convenience

Shoe Polish Remains Dominant but Faces Decline

Innovation Focus Shifts to Convenience and Safety

Chart 114 - Forecast Value Sales 2020-2030

Chart 115 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Silver and Show Drive Market Share with Innovative Products

Chart 116 - Company Shares 2025

Chart 117 - Brand Shares 2025

CHANNELS

Large Retail Chains Dominate Sales with Wide Product Range

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 118 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 119 - Economic Context for Polishes

Chart 120 - Real Gdp Growth 2020-2030

Chart 121 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 122 - Consumer Context for Polishes

Chart 123 - Population 2020-2030

Chart 124 - Consumer Expenditure 2020-2030

Chart 125 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brand Competition Drives Innovation

KEY INDUSTRY TRENDS

Chart 126 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Brand Competition Drives Innovation

Chart 127 - Sleepy Wipes

Multi-Purpose Cleaners Dominates Surface Care Sales

Health and Wellness Trend Boosts Asperox Brand Sales

Chart 128 - Asperox Surface Cleaner

Chart 129 - Value Sales 2020-2030

Chart 130 - Volume Sales 2020-2030

Chart 131 - Value Sales by Category 2025

WHAT'S NEXT?

Multi-Purpose Cleaners Continue to Dominate Sales

Health and Wellness Trend Drives Innovation

Mood-Boosting Scents to Gain Popularity

Chart 132 - Forecast Value Sales 2020-2030

Chart 133 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mazarina Mmc and Improtex Dc Lead with Strong Market Presence

Chart 134 - Company Shares 2025

Chart 135 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Lead Sales with Wide Assortment

Retail E-Commerce Gains Traction with Competitive Prices

Chart 136 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 137 - Economic Context for Surface Care

Chart 138 - Real Gdp Growth 2020-2030

Chart 139 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 140 - Consumer Context for Surface Care

Chart 141 - Population 2020-2030

Chart 142 - Consumer Expenditure 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Azerbaijan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Sales Growth Driven by Private Label and Innovation

KEY INDUSTRY TRENDS

Chart 144 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Strong Sales Growth Driven by Private Label and Innovation

Chart 145 - Chistin WC Gel

Toilet Liquids/Foam Dominates Sales with Multifunctional Benefits

Private Label Disruption Redefines Market Dynamics

Chart 146 - Private label, N

Chart 147 - Value Sales 2020-2030

Chart 148 - Volume Sales 2020-2030

Chart 149 - 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 150 - Forecast Value Sales 2020-2030

Chart 151 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Improtex Dc Drives Market Concentration

Chart 152 - Company Shares 2025

Chart 153 - Brand Shares 2025

CHANNELS

Supermarkets and Small Local Grocers Lead Toilet Care Sales

Retail E-Commerce Gains Traction in Toilet Care Sales

Chart 154 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 155 - Economic Context for Toilet Care

Chart 156 - Real Gdp Growth 2020-2030

Chart 157 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 158 - Consumer Context for Toilet Care

Chart 159 - Population 2020-2030

Chart 160 - Consumer Expenditure 2020-2030

Chart 161 - 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/home-care-in-azerbaijan/report.