



Euromonitor
International

Wipes in Azerbaijan

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wipes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wipes

INDUSTRY PERFORMANCE

Mazarina Mmc Leverages Clean Wellness to Drive Demand for Multifunctional Wipes

Chart 2 - Wipes Huggies "All Over Clean"

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

Chart 3 - Private Lable Wipes "Life"

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Expand Affordable Wipe Lines as Price Pressure Grows

Chart 6 - Analyst Insight for Wipes

Manufacturers Drive Growth with Sustainable and Multifunctional Innovations

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - 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 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Offline Retail Extends Lead as Pharmacies Innovate with Digital Platforms

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Wipes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Wipes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Azerbaijan - Industry Overview

EXECUTIVE SUMMARY

Urbanisation Drives Demand for Hygiene Essentials

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - 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 20 - Papi Soft Launched as Affordable Private Label Wipes

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

Chart 21 - Kotex Natural for a Better Wellness Experience

Chart 22 - Value Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 24 - Analyst Insight for Tissue and Hygiene

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

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - 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 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Tissue and Hygiene

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Tissue and Hygiene

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/wipes-in-azerbaijan/report.