

# Menstrual Care in Azerbaijan

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflationary pressures slow down, helping to support a normalisation of sales

Competitive landscape remains consolidated, while Johnson & Johnson's return looks set to create future ripples

Consumers seek eco-friendly options and prefer towels and liners over tampons

### PROSPECTS AND OPPORTUNITIES

Ongoing growth will be supported by baseline demand

Affordable brands set to attract more attention

Consumers seek comfort and protection in their product choices

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