

## **Toilet Care in Georgia**

Market Direction | 2023-01-01 | 14 pages | Euromonitor

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### **Report description:**

Retail volume sales of toilet care continue to be stimulated by a bigger focus on hygiene standards that emerged as the COVID-19 unfolded. Current value growth climbed further in 2022, stimulated by rising prices due to higher production and logistical costs. Most toilet care brands are imported and so have also felt the negative impact of the currency's devaluation, pushing prices up. Price sensitivity is hampering demand for toilet care to a degree as consumers economise and tend to purchase o...

Euromonitor International's Toilet Care in Georgia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Toilet Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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