

Wipes in Georgia

Market Direction | 2023-03-10 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, though there was a double-digit growth in current value sales of wipes, volume growth was much more modest but still healthy. The war in Ukraine had a significant impact, with the resultant energy crisis leading to soaring inflation, with consumers being increasingly price sensitive, as a result. With price discounts not common in wipes, consumers traded down instead, as they are not as inclined to be brand loyal within wipes.

Euromonitor International's Wipes in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Home Care Wipes and Floor Cleaning Systems, Personal Wipes.

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

Why buy this report?

- * Get a detailed picture of the Wipes 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Wipes in Georgia
Euromonitor International
March 2023

List Of Contents And Tables

WIPES IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High inflation results in higher price sensitivity
Turkish players dominate, due to affordability
Intimate wipes register healthy value and volume growth.

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period
Growing interest in niche products
Sustainability comes to the fore again over the forecast period

CATEGORY DATA

Table 1 Retail Sales of Wipes by Category: Value 2017-2022
Table 2 Retail Sales of Wipes by Category: % Value Growth 2017-2022
Table 3 NBO Company Shares of Retail Wipes: % Value 2018-2022
Table 4 LBN Brand Shares of Retail Wipes: % Value 2019-2022
Table 5 Forecast Retail Sales of Wipes by Category: Value 2022-2027
Table 6 Forecast Retail Sales of Wipes by Category: % Value Growth 2022-2027

TISSUE AND HYGIENE IN GEORGIA

EXECUTIVE SUMMARY

Tissue and hygiene in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tissue and hygiene?

MARKET INDICATORS

Table 7 Birth Rates 2017-2022
Table 8 Infant Population 2017-2022
Table 9 Female Population by Age 2017-2022
Table 10 Total Population by Age 2017-2022
Table 11 Households 2017-2022
Table 12 Forecast Infant Population 2022-2027
Table 13 Forecast Female Population by Age 2022-2027
Table 14 Forecast Total Population by Age 2022-2027
Table 15 Forecast Households 2022-2027

MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2017-2022
Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2017-2022
Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2018-2022
Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2019-2022
Table 20 □Distribution of Retail Tissue and Hygiene by Format: % Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2022

Table 22 □Forecast Retail Sales of Tissue and Hygiene by Category: Value 2022-2027

Table 23 □Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wipes in Georgia

Market Direction | 2023-03-10 | 21 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-17"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com