

Baby and Child-Specific Products in Georgia

Market Direction | 2023-05-09 | 20 pages | Euromonitor

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Report description:

Baby and child-specific products saw positive retail volume sales in 2022, mainly driven by baby and child-specific sun care. With COVID-19 restrictions lifted, Georgians spend more time outdoors, including near the sea. In addition, growing awareness about the danger of sun rays encouraged consumers to protect their children's skin. Sun protection cream with high SPF (30, 50) remains the most popular sun care product for babies and children.

Euromonitor International's Baby and Child-specific Products 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. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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Parents prioritise baby and child-specific products and are unwilling to trade down

Intense competition as multinationals continue to lead the landscape

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