

## **Fragrances in Georgia**

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

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### **Report description:**

A return to social occasions and events drove retail volume sales of fragrances in 2022, encouraging consumption as consumers spent more time outside of the household, around friends and colleagues. The increasing number of tourists in 2022 also stimulated retail volume sales, especially for premium fragrances. There is a large number of Arab tourists who purchase premium beauty and personal care goods from Georgia, being able to obtain price points lower than in their countries.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- \* Get a detailed picture of the Fragrances 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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