

## **Sun Care in Georgia**

Market Direction | 2023-05-09 | 18 pages | Euromonitor

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### **Report description:**

Sun care was stimulated by the return to the pre-pandemic lifestyle, with consumers spending a heightened amount of time outdoors, particularly by the sea. Sun care's retail volume growth was also linked to a large number of tourists and emigrants affected by the war in Ukraine. The Georgian market was not sufficiently prepared for a large influx of people, and this led to many items being out-of-stock throughout the year. However, this was a temporary issue that impacted particular brands. Towa...

Euromonitor International's Sun Care 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: Adult Sun Care, Baby and Child-specific Sun Care.

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

Why buy this report?

- \* Get a detailed picture of the Sun 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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