

## **Menstrual Care in Georgia**

Market Direction | 2024-03-05 | 19 pages | Euromonitor

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### **Report description:**

In 2023, retail sales of menstrual care products in Georgia recorded substantial value growth. This value increase was largely driven by price increases, however, as volume growth was more muted. Inflationary pressures continued to be felt in the country throughout the year. Leading players in menstrual care in Georgia maintain high brand loyalty, experiencing growth in both sales and market shares. Despite the competitive landscape, consumers exhibit loyalty to established brands rather than sw...

Euromonitor International's Menstrual 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Menstrual Care Including Intimate Wipes, Pantyliners, Tampons, Towels.

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

### Why buy this report?

- \* Get a detailed picture of the Menstrual 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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## Table of Contents:

Menstrual Care in Georgia

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### List Of Contents And Tables

#### MENSTRUAL CARE IN GEORGIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Brand loyalty and market growth

Introduction of novel products

Competitive pricing strategies and promotions

##### PROSPECTS AND OPPORTUNITIES

Stable growth and product innovation

Innovation and health-conscious offerings

Competition and marketing strategies

##### CATEGORY DATA

Table 1 Retail Sales of Menstrual Care by Category: Value 2018-2023

Table 2 Retail Sales of Menstrual Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Retail Menstrual Care: % Value 2019-2023

Table 4 LBN Brand Shares of Retail Menstrual Care: % Value 2020-2023

Table 5 Forecast Retail Sales of Menstrual Care by Category: Value 2023-2028

Table 6 Forecast Retail Sales of Menstrual Care by Category: % Value Growth 2023-2028

#### TISSUE AND HYGIENE IN GEORGIA

##### EXECUTIVE SUMMARY

Tissue and hygiene in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tissue and hygiene?

##### MARKET INDICATORS

Table 7 Birth Rates 2018-2023

Table 8 Infant Population 2018-2023

Table 9 Female Population by Age 2018-2023

Table 10 Total Population by Age 2018-2023

Table 11 Households 2018-2023

Table 12 Forecast Infant Population 2023-2028

Table 13 Forecast Female Population by Age 2023-2028

Table 14 Forecast Total Population by Age 2023-2028

Table 15 Forecast Households 2023-2028

##### MARKET DATA

Table 16 □Retail Sales of Tissue and Hygiene by Category: Value 2018-2023

Table 17 □Retail Sales of Tissue and Hygiene by Category: % Value Growth 2018-2023

Table 18 □NBO Company Shares of Retail Tissue and Hygiene: % Value 2019-2023

Table 19 □LBN Brand Shares of Retail Tissue and Hygiene: % Value 2020-2023

Table 20 □Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2018-2023

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Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2018-2023

Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2023

Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2023-2028

Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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