

## **Bath and Shower in Georgia**

Market Direction | 2024-04-29 | 19 pages | Euromonitor

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### **Report description:**

Bath and shower registered both moderate volume and constant value growth in Georgia in 2023. Body wash/shower gel was the best performing product in terms of value and volume growth, outperforming other products significantly. That being said, bar soap continue to account for most value sales. Volume growth was also higher for liquid soap than bar soap, with mainly older consumers, above 65 years of age, using bar soap. The weakest performer was hand sanitisers, with demand falling as concerns...

Euromonitor International's Bath and Shower 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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.

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Euromonitor International  
April 2024

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