

Beauty and Personal Care in Georgia

Market Direction | 2024-04-29 | 96 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

It was a positive trading year for beauty and personal care in Georgia in 2023. Inflation decreased significantly and resulted in both healthy constant value and moderate volume growth. Population growth also supported the increased volume sales, partly due to the increased number of immigrants from Russia, as a result of the war in Ukraine. An increased number of foreign visitors also contributed to growth. That being said, there were still some disruptions to supply for certain brands, due to...

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

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, 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 Beauty and Personal 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Georgia
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN GEORGIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care remains nimble
Beauty specialists drive value sales
Consumers remain highly price sensitive

PROSPECTS AND OPPORTUNITIES

Price discounting and promotions key growth drivers
A more natural approach over the forecast period
Multinationals continue to dominate

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN GEORGIA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

Premium outperforms mass in terms of value growth

Parents prioritise quality

Limited discounting in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Fragrances continue to drive growth

Growing competition from higher quality mass brands

Significant growth in dermocosmetics

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy volume growth in 2023

Parents prioritise quality

Multinationals continue to dominate

PROSPECTS AND OPPORTUNITIES

Lower birth rate dampens volume sales

Products for sensitive skin an increasing focus

Focus on more natural ingredients

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Body wash/shower gel strongest performer

Colgate-Palmolive retains its leadership of bath and shower

Focus on natural

PROSPECTS AND OPPORTUNITIES

Body wash/shower gel continues to drive growth

Higher volume growth for liquid soap over bar soap

Consumers look for clean labels with less additives

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 33 Sales of Bath and Shower by Category: Value 2018-2023

Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lip products strongest performer in 2023

L'Oreal retains its lead, offering an extensive product portfolio

Social media playing increasing role in driving trends

PROSPECTS AND OPPORTUNITIES

Discounts drive volume sales

Focus on cleaner cosmetics with a natural look

Digital channels play increasing role

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales in 2023

Unilever retains its leadership of deodorants with a wide product portfolio of mass brands

Pharmacy chains offer generous discounts

PROSPECTS AND OPPORTUNITIES

Moderate constant value growth over forecast period

Potential for growth of deodorants with a more natural positioning

Sprays continue to be most popular format

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest volume growth in 2023

International players retain the lead, bolstered by positive reputations

Offerings through beauty salons dampening retail sales

PROSPECTS AND OPPORTUNITIES

Muted outlook over forecast period

Focus on natural ingredients in hair removers/bleaches

Women's razors and blades in need of innovation

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid performance for fragrances in 2023

Puig Rus leads overall

Mass fragrances dominate volume sales

PROSPECTS AND OPPORTUNITIES

Modern retailing sees increased sales.

Aggressive price promotion over forecast period

E-commerce continues to gain value share

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard shampoo continues to dominate volume sales

Little brand loyalty in hair care

Multinationals lead hair care, as Procter & Gamble retains its top spot?

PROSPECTS AND OPPORTUNITIES

Expansion of modern retailing leads to larger range of products

Specialised products grow in popularity

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continuing innovation in hair care

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive picture in 2023

Procter & Gamble maintains its lead, with a strong presence in men's shaving

Fragrances registers highest value growth

PROSPECTS AND OPPORTUNITIES

Competitive pricing key driver of value sales

Skin care drives value growth over forecast period

Men's grooming becomes more segmented and specialised

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Essentialness of oral care supports volume growth

Multinational players continue to dominate due to lack of local production

Healthy volume growth for electric toothbrushes

PROSPECTS AND OPPORTUNITIES

Continued healthy growth over forecast period

Barriers to entry remain strong

Players play role in educating consumers about oral care

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023

L'Oreal maintains its lead, offering innovative, advanced formulas

Social media play increasing role for younger consumers

PROSPECTS AND OPPORTUNITIES

Price sensitivity leads consumers to trade down to cheaper brands

Consumers look for sustainability and transparency

Shift towards multifunctional products over forecast period

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023

Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 107 NBO Company Shares of Skin Care: % Value 2019-2023

Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care star performer in 2023

Beiersdorf continues leading sun care with its trusted global brand Nivea Sun

Blurring of lines between skin care and sun care

PROSPECTS AND OPPORTUNITIES

Pharmacies compete through discounts

Rosy outlook over forecast period

Brands innovate mainly by offering different formats

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023

Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 115 NBO Company Shares of Sun Care: % Value 2019-2023

Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in Georgia

Market Direction | 2024-04-29 | 96 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com