

Fragrances in Georgia

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

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Report description:

It was a positive year for fragrances in Georgia in 2023, with similar healthy volume growth both for premium and mass fragrances, though volume growth was lower than the previous year. Price sensitive consumers, especially in the mass segment, opted for small sizes. Women's fragrances also continued to account for most value sales, accounting for about six-tenths of value sales. An increased number of foreign visitors to cities such as Batumi also contributed to volume growth. Retailers also dr...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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