

Mass Beauty and Personal Care in Georgia

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

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Report description:

Mass beauty and personal care still accounted for significantly more value sales than premium in Georgia in 2023. However, its current value growth was lower. That being said, there was growth. Mass beauty and personal products are continually innovating and are quick to pick up on trends and messaging that often first appears within premium products. As such, though value for money was the most important driver when buying many products, high quality was also a requisite.

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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.

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Table of Contents:

Mass Beauty and Personal Care in Georgia
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List Of Contents And Tables

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 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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