

## **Sun Care in Georgia**

Market Direction | 2024-04-29 | 18 pages | Euromonitor

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### **Report description:**

Sun care in Georgia was the star performer among beauty and personal care products in 2023, registering the highest value and volume growth. Summers are getting hotter and consumers are also increasingly conscious of the danger of sun exposure and in particular higher SPF offerings, such as SPF 50, saw increased visibility. Dermocosmetics brands that are mainly sold through pharmacies also registered healthy growth, largely supported by newly arrived immigrants from Russia and Ukraine. There als...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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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