

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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Table of Contents:

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List Of Contents And Tables

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 1 Sales of Sun Care by Category: Value 2018-2023

Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 3 Sales of Sun Care by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Sun Care: % Value 2019-2023

Table 5 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 7 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 8 Forecast Sales of Sun 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 9 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 18 □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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