

Colour Cosmetics in Georgia

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Colour cosmetics in Georgia registered moderate constant value and volume growth. Lip products in particular performed well, in terms of value growth, in particular for premium products. In the mass segments, foundation and mascara performed strongly and with the mass segment in particular, players offered discounts and promotions to support volume sales. A key retailer chain within this segment is beauty specialist Clean House.

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

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 1 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 5 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 7 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 8 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 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 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

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

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Colour Cosmetics in Georgia

Market Direction | 2024-04-29 | 19 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com