

## **Deodorants in Georgia**

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

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### **Report description:**

While value sales increased significantly for deodorants in Georgia in 2023, volume sales fell slightly, as price rises forced some consumers to trade down. This resulted in many consumers switching to deodorant roll-ons, which actually saw volume sales increase. Consumers perceive roll-ons as lasting significantly longer and so represent better value for money. That being said, sprays were still the most popular format.

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Deodorants 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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