

## **Skin Care in Georgia**

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

Skin care in Georgia registered positive value and volume growth in 2023, as inflation fell significantly. In addition, the continued expansion of modern retailing and in particular beauty specialists such as Clean House and pharmacies also expanded the range of brands and products available. This in particular supported growth of dermocosmetics. Other more niche products such as face masks and serums are also growing in popularity.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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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