

## Air Care in Georgia

Market Direction | 2025-02-11 | 14 pages | Euromonitor

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### **Report description:**

In 2024, both volume and value sales of air care products in Georgia posted solid positive growth, driven by increased consumer awareness, strategic marketing efforts and the expansion of modern retail outlets into regional areas beyond the capital. The development of these retail channels has played a crucial role in enhancing product availability, making air care products more accessible to a broader customer base.

Euromonitor International's Air Care in Georgia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Fresheners.

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

### **Why buy this report?**

- \* Get a detailed picture of the Air 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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Little shift towards electric air care amid brand loyalty

Stable product variety with new scents but low demand for natural ingredients

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Rising health awareness to boost premium segment growth

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