

Home Care in Georgia

Market Direction | 2025-02-11 | 51 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

In 2024, the home care market in Georgia was shaped by steady economic growth and a relatively stable exchange rate, both of which helped to stimulate volume sales. While the presence of immigrants from Russia, Ukraine and Belarus had previously influenced market dynamics, their impact has diminished somewhat. Although a portion of these immigrants has settled in Georgia, many have since relocated to other countries, lessening their effect on overall demand within the home care industry.

Euromonitor International's Home 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 Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet 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 Home 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.

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Home Care in Georgia
Euromonitor International
February 2025

List Of Contents And Tables

HOME CARE IN GEORGIA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability-focused products face limited consumer demand

Powder detergents maintains dominance

Limited uptake of premium liquid detergents and tablets

PROSPECTS AND OPPORTUNITIES

Stable growth with opportunities for liquid formats forecast

Intensifying retail competition and evolving assortments

Persistent price sensitivity shaping purchasing decisions

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
Table 18 NBO Company Shares of Laundry Care: % Value 2020-2024
Table 19 LBN Brand Shares of Laundry Care: % Value 2021-2024
Table 20 □NBO Company Shares of Laundry Aids: % Value 2020-2024
Table 21 □LBN Brand Shares of Laundry Aids: % Value 2021-2024
Table 22 □NBO Company Shares of Laundry Detergents: % Value 2020-2024
Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024
Table 24 □Forecast Sales of Laundry Care by Category: Value 2024-2029
Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth driven by price sensitivity and brand loyalty
Rising popularity of automatic dishwashing tablets among younger consumers
Limited product innovation in dishwashing category

PROSPECTS AND OPPORTUNITIES

Consistent growth forecast, with hand dishwashing maintaining dominance
Price competition remains key market force
Growing awareness of eco-friendly products tempered by price sensitivity

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2019-2024
Table 28 Sales of Dishwashing by Category: % Value Growth 2019-2024
Table 29 NBO Company Shares of Dishwashing: % Value 2020-2024
Table 30 LBN Brand Shares of Dishwashing: % Value 2021-2024
Table 31 Forecast Sales of Dishwashing by Category: Value 2024-2029
Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

SURFACE CARE IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth driven by economic development and evolving consumer preferences
Post-pandemic shift towards specific surface care needs
Product innovation through formula improvements and design updates

PROSPECTS AND OPPORTUNITIES

Expansion of modern retail to support volume growth
Shelf-space optimisation and the rise of private imports
Growing competition from parallel imports and cross-border sourcing

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2019-2024
Table 34 Sales of Surface Care by Category: % Value Growth 2019-2024
Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
Table 37 NBO Company Shares of Surface Care: % Value 2020-2024
Table 38 LBN Brand Shares of Surface Care: % Value 2021-2024
Table 39 Forecast Sales of Surface Care by Category: Value 2024-2029
Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

BLEACH IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach remains staple product in Georgian households

Changing preferences among younger consumers

Surface care innovations undermine demand for bleach

PROSPECTS AND OPPORTUNITIES

Bleach to see declining demand during forecast period

Modern retail expansion will further constrain growth potential

Price sensitivity and traditional retail to support some sales in bleach

CATEGORY DATA

Table 41 Sales of Bleach: Value 2019-2024

Table 42 Sales of Bleach: % Value Growth 2019-2024

Table 43 NBO Company Shares of Bleach: % Value 2020-2024

Table 44 LBN Brand Shares of Bleach: % Value 2021-2024

Table 45 Forecast Sales of Bleach: Value 2024-2029

Table 46 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting consumer preferences in toilet care

The growing impact of parallel imports

Toilet care home to new product innovations but limited eco-friendly offer

PROSPECTS AND OPPORTUNITIES

Steady growth driven by modern retail expansion

Challenges posed by parallel imports

Focus on efficiency over sustainability

CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2019-2024

Table 48 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 49 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 50 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 51 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing consumer awareness and retail development drive polishes sales

Lack of competition shapes the polishes landscape

Shelf optimisation pressures polishes assortment

PROSPECTS AND OPPORTUNITIES

Emerging growth potential for less mature polishes

Retailer strategies influence competitive dynamics

Price sensitivity drives shifts in consumer behaviour

CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2019-2024

Table 54 Sales of Polishes by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 55 NBO Company Shares of Polishes: % Value 2020-2024

Table 56 LBN Brand Shares of Polishes: % Value 2021-2024

Table 57 Forecast Sales of Polishes by Category: Value 2024-2029

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

AIR CARE IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer awareness and the persistent expansion of modern grocery retail push growth for air care in 2024

Little shift towards electric air care amid brand loyalty

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

PROSPECTS AND OPPORTUNITIES

Steady growth with potential in less mature segments

Intensified competition influenced by shelf optimisation

Rising health awareness to boost premium segment growth

CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2019-2024

Table 60 Sales of Air Care by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Air Care: % Value 2020-2024

Table 62 LBN Brand Shares of Air Care: % Value 2021-2024

Table 63 Forecast Sales of Air Care by Category: Value 2024-2029

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME INSECTICIDES IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth for home insecticides in 2024

Imports decline, impacting overall growth potential

Category suffers from lack of product innovation

PROSPECTS AND OPPORTUNITIES

Home insecticides holds room for further expansion

Competition set to intensify

Shifting consumer demands will drive development

CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2019-2024

Table 66 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 67 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 68 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 69 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Care in Georgia

Market Direction | 2025-02-11 | 51 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com