

## Toilet Care in Georgia

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

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### **Report description:**

In 2024, the toilet care market in Georgia experienced moderate volume growth, with toilet liquids/foam emerging as the fastest-growing segment. This growth was driven by the segment's broad product range and lower unit prices compared to other toilet care subcategories, making its products attractive choices for budget-conscious consumers. Price sensitivity remains a key factor in purchasing decisions, with many consumers actively seeking the most competitive prices across different retail chan...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

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

### Why buy this report?

- \* Get a detailed picture of the Toilet 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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Euromonitor International  
February 2025

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