

Fragrances in Georgia

May 2023

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Fragrances in Georgia - Category analysis

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2022 DEVELOPMENTS

The return of tourists to the country boosts growth in premium fragrances

Mass fragrances suffer from declining disposable incomes as consumers look to economise

Direct sellers benefit from a lack of strong competition, as Puig Rus leads

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Premium fragrances have room for growth as players focus on innovation

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DISCLAIMER

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