

# Laundry Care in Georgia

February 2024

**Table of Contents** 

## Laundry Care in Georgia - Category analysis

## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Powder detergents remain the most popular choice

Detergent tablets emerge and attract consumer interest

Product developments focus on efficacy

## PROSPECTS AND OPPORTUNITIES

Steady volume growth supported by growing appeal of liquid laundry detergents

Price sensitivity will remain an issue as consumers economise

Fabric softeners face robust growth

#### **CATEGORY INDICATORS**

Table 1 - Household Possession of Washing Machines 2018-2023

#### **CATEGORY DATA**

- Table 2 Sales of Laundry Care by Category: Value 2018-2023
- Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 9 LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 10 NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 11 LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 12 NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 13 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 14 Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Home Care in Georgia - Industry Overview

## **EXECUTIVE SUMMARY**

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

## MARKET INDICATORS

Table 16 - Households 2018-2023

## MARKET DATA

- Table 17 Sales of Home Care by Category: Value 2018-2023
- Table 18 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 19 NBO Company Shares of Home Care: % Value 2019-2023
- Table 20 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 21 Distribution of Home Care by Format: % Value 2018-2023
- Table 22 Distribution of Home Care by Format and Category: % Value 2023
- Table 23 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 24 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

## DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-georgia/report.