KEY DATA FINDINGS

2022 DEVELOPMENTS
Growing awareness of the dangers of sun exposure drives sales of sun care
Parents prioritise baby and child-specific products and are unwilling to trade down
Intense competition as multinationals continue to lead the landscape

PROSPECTS AND OPPORTUNITIES
Low birth rates and rising price points may challenge sales
Growing awareness of sensitive skin care drives retail volume growth
Further growth for pharmacies that focus on deals and discounts

CATEGORY DATA
Table 1 - Sales of Baby and Child-specific Products by Category: Value 2017-2022
Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
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Beauty and Personal Care in Georgia - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
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Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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