

# Premium Beauty and Personal Care in Georgia

June 2022

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## Premium Beauty and Personal Care in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand remains low as people continue work from home  
Affluent consumers maintain their purchasing patterns  
Puig Rus strengthens its leadership of premium beauty and personal care

#### PROSPECTS AND OPPORTUNITIES

Slower but steady growth anticipated as consumers venture outside more  
Changing consumer habits will support the rise of e-commerce  
Economic stabilisation mid-forecast period will drive increasing demand for premium beauty and personal care

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