

# Sun Care in Georgia

June 2022

Table of Contents

## Sun Care in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand for sun care slowly recovers as people resume travel

Baby and child-specific sun care fares well as parents prioritise the wellbeing of their children

Beiersdorf continues leading sun care with its trusted global brand Nivea Sun

#### PROSPECTS AND OPPORTUNITIES

Recovery of sun care will be tied to the recovery of tourism in the forecast period

Rising unit prices will not affect demand to a great extent

Minimal appeal for the development of e-commerce

#### CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2016-2021

Table 2 - Sales of Sun Care by Category: % Value Growth 2016-2021

Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2016-2021

Table 4 - NBO Company Shares of Sun Care: % Value 2017-2021

Table 5 - LBN Brand Shares of Sun Care: % Value 2018-2021

Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2018-2021

Table 7 - Forecast Sales of Sun Care by Category: Value 2021-2026

Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2021-2026

## Beauty and Personal Care in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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### SOURCES

Summary 1 - Research Sources

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