



Oral Care in Georgia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Affordability, availability and the essential nature of products drives sales in 2024
Multinationals retain the lead of oral care, with wide product assortments and well-established brands
Small local grocers remain the leading channel, although share is lost to modern stores

PROSPECTS AND OPPORTUNITIES

The promotion of strong oral hygiene is expected to support sales in all areas of oral care
Price sensitivity will lead consumers to seek price discounts and promotions
Innovations will rise within premium, technologically advanced oral care

CATEGORY DATA

- Table 1 - Sales of Oral Care by Category: Value 2019-2024
- Table 2 - Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Toothbrushes by Category: Value 2019-2024
- Table 4 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 5 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 6 - NBO Company Shares of Oral Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 8 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 9 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 10 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 11 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Beauty and Personal Care in Georgia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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