



**Euromonitor
International**

Sun Care in Georgia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wide availability, warm weather and tourism supports sales of sun care
Beiersdorf AG retains its lead through well-established brand Nivea
Retail e-commerce records strong growth as leading pharmacies enhance their online spaces

PROSPECTS AND OPPORTUNITIES

Heightened awareness of daily sun care routines is expected to drive growth
Beauty products that include SPF are set to become rising competition for sun care
Innovations are set to focus on added benefits and convenient formats to drive sales

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

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