



Euromonitor
International

Surface Care in Georgia

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Steady growth driven by economic development and evolving consumer preferences
- Post-pandemic shift towards specific surface care needs
- Product innovation through formula improvements and design updates

PROSPECTS AND OPPORTUNITIES

- Expansion of modern retail to support volume growth
- Shelf-space optimisation and the rise of private imports
- Growing competition from parallel imports and cross-border sourcing

CATEGORY DATA

- Table 1 - Sales of Surface Care by Category: Value 2019-2024
- Table 2 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 6 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 7 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Home Care in Georgia - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 9 - Households 2019-2024

MARKET DATA

- Table 10 - Sales of Home Care by Category: Value 2019-2024
- Table 11 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 13 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 14 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 15 - Distribution of Home Care by Format: % Value 2019-2024
- Table 16 - Distribution of Home Care by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 18 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/surface-care-in-georgia/report.