



Euromonitor
International

Skin Care in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising awareness of skin care benefits and ongoing innovations support growth in 2024
L'Oréal Groupe significantly improves its share with a wide and diverse product portfolio
Beauty specialists leads sales, while competition among pharmacies intensifies

PROSPECTS AND OPPORTUNITIES

Sales are set to be driven by product innovation and the impact of beauty influencers
Dermocosmetic brands are expected to take share from mass market goods
Interest in ingredient-led skin care is set to shape product innovation

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

SOURCES

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