



**Euromonitor
International**

Fragrances in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium goods drive growth, supported by brand activations and influencers
Puig Rus OOO retains its leadership while L'Oréal Groupe records a strong performance
Growth for beauty specialists as retailers improve the store environment to encourage footfall

PROSPECTS AND OPPORTUNITIES

Premium fragrances are set to bolster growth as consumers look for sophisticated, distinct products
The expansion of beauty specialists is set to support growth in fragrances
New launches are expected to drive sales, especially within premium fragrances

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Beauty and Personal Care in Georgia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

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