



Euromonitor
International

Home Care in Georgia

February 2025

Table of Contents

Home Care in Georgia

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 7 - Distribution of Home Care by Format: % Value 2019-2024
Table 8 - Distribution of Home Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising consumer awareness and the persistent expansion of modern grocery retail push growth for air care in 2024
Little shift towards electric air care amid brand loyalty
Stable product variety with new scents but low demand for natural ingredients

PROSPECTS AND OPPORTUNITIES

Steady growth with potential in less mature segments
Intensified competition influenced by shelf optimisation
Rising health awareness to boost premium segment growth

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2019-2024
Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024
Table 13 - NBO Company Shares of Air Care: % Value 2020-2024
Table 14 - LBN Brand Shares of Air Care: % Value 2021-2024
Table 15 - Forecast Sales of Air Care by Category: Value 2024-2029
Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach remains staple product in Georgian households
Changing preferences among younger consumers
Surface care innovations undermine demand for bleach

PROSPECTS AND OPPORTUNITIES

Bleach to see declining demand during forecast period
Modern retail expansion will further constrain growth potential
Price sensitivity and traditional retail to support some sales in bleach

CATEGORY DATA

- Table 17 - Sales of Bleach: Value 2019-2024
- Table 18 - Sales of Bleach: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 21 - Forecast Sales of Bleach: Value 2024-2029
- Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable growth driven by price sensitivity and brand loyalty
Rising popularity of automatic dishwashing tablets among younger consumers
Limited product innovation in dishwashing category

PROSPECTS AND OPPORTUNITIES

Consistent growth forecast, with hand dishwashing maintaining dominance
Price competition remains key market force
Growing awareness of eco-friendly products tempered by price sensitivity

CATEGORY INDICATORS

- Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 24 - Sales of Dishwashing by Category: Value 2019-2024
- Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth for home insecticides in 2024
Imports decline, impacting overall growth potential
Category suffers from lack of product innovation

PROSPECTS AND OPPORTUNITIES

Home insecticides holds room for further expansion
Competition set to intensify
Shifting consumer demands will drive development

CATEGORY DATA

- Table 30 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sustainability-focused products face limited consumer demand
- Powder detergents maintains dominance
- Limited uptake of premium liquid detergents and tablets

PROSPECTS AND OPPORTUNITIES

- Stable growth with opportunities for liquid formats forecast
- Intensifying retail competition and evolving assortments
- Persistent price sensitivity shaping purchasing decisions

CATEGORY INDICATORS

- Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 - Sales of Laundry Care by Category: Value 2019-2024
- Table 38 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing consumer awareness and retail development drive polishes sales
- Lack of competition shapes the polishes landscape
- Shelf optimisation pressures polishes assortment

PROSPECTS AND OPPORTUNITIES

- Emerging growth potential for less mature polishes
- Retailer strategies influence competitive dynamics
- Price sensitivity drives shifts in consumer behaviour

CATEGORY DATA

- Table 51 - Sales of Polishes by Category: Value 2019-2024
- Table 52 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Georgia

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 57 - Sales of Surface Care by Category: Value 2019-2024
- Table 58 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shifting consumer preferences in toilet care
- The growing impact of parallel imports
- Toilet care home to new product innovations but limited eco-friendly offer

PROSPECTS AND OPPORTUNITIES

- Steady growth driven by modern retail expansion
- Challenges posed by parallel imports
- Focus on efficiency over sustainability

CATEGORY DATA

- Table 65 - Sales of Toilet Care by Category: Value 2019-2024
- Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

About Euromonitor International

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/home-care-in-georgia/report.