



# Bleach in Georgia

February 2025

Table of Contents

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 1 - Sales of Bleach: Value 2019-2024
- Table 2 - Sales of Bleach: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 5 - Forecast Sales of Bleach: Value 2024-2029
- Table 6 - Forecast Sales of Bleach: % 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 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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/bleach-in-georgia/report](http://www.euromonitor.com/bleach-in-georgia/report).