



Euromonitor
International

Hair Care in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Targeted solutions and hair care treatments drive growth in 2024
Procter & Gamble Co retains its lead through well-established, affordable brands
Convenience and the rise of online marketplaces supports sales of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Salon professional hair care is set to grow, supported by promotions in salons
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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

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