



Euromonitor
International

Baby and Child-Specific Products in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby wipes drive sales, benefiting from versatile properties and an essential nature
Multination’s lead as parents place strong trust in well-established brands
Strong trust in pharmacies boosts growth for this distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

Positive growth will be challenged by a declining birth rate and price sensitivity
A rising focus on sustainability and natural ingredients is expected over the forecast period
Innovation within sun care is set to focus on natural ingredients and sensitive skin

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-and-child-specific-products-in-georgia/report.