



# Men's Grooming in Georgia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A wide variety of specialised products support growth for men's grooming  
Procter & Gamble retains its lead, while premium fragrance brands record strong growth  
Beauty specialists led sales while retail e-commerce gains ground through improved availability

PROSPECTS AND OPPORTUNITIES

Growth will be driven by improved awareness, especially within men's skin care  
Younger consumers will drive growth, open to innovations that extend their grooming routines  
Comprehensive skin care routines are expected to support growth in men's grooming

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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