



Euromonitor
International

Mass Beauty and Personal Care in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

The expansion of modern retail supports growth for mass beauty and personal care in 2024
L'Oréal Groupe retains its lead, offering a wide portfolio of mass beauty and personal care products
Social media influencers support sales of mass colour cosmetics and mass skin care

PROSPECTS AND OPPORTUNITIES

Innovations and the increasing influence of social media are set to support sales of mass products
Retail developments will support growth, as key retailers expand their networks
Product innovation is set to focus on sustainability to align with rising consumer demands

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Beauty and Personal Care in Georgia - Industry Overview

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DISCLAIMER

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