

# Fragrances in Georgia

May 2023

Table of Contents

## Fragrances in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The return of tourists to the country boosts growth in premium fragrances  
Mass fragrances suffer from declining disposable incomes as consumers look to economise  
Direct sellers benefit from a lack of strong competition, as Puig Rus leads

#### PROSPECTS AND OPPORTUNITIES

Price-sensitive consumers adapt their use of fragrances, focusing on discounts  
Premium fragrances have room for growth as players focus on innovation  
E-commerce will continue to play an important role

#### CATEGORY DATA

- Table 1 - Sales of Fragrances by Category: Value 2017-2022
- Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022
- Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022
- Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022
- Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
- Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
- Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027
- Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

## Beauty and Personal Care in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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