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Home Care in Georgia

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Abstracts

Georgia's economy and local currency witnessed stability in 2023, with positive effects on the performance of home care in 2023. The recovery of tourism had a strong impact on Georgia in general and improved employment levels, which has raised purchasing power for some. However, the rising cost of production has urged producers and importers to increase retail prices. Intense competition between home care manufacturers and retailers has encouraged both to monitor retail prices and is driving pri...

Euromonitor International's Home Care in Georgia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

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Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Contents

Home Care in Georgia
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LIST OF CONTENTS AND TABLES

HOME CARE IN GEORGIA
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?
MARKET INDICATORS
Table 1 Households 2018-2023
MARKET DATA
Table 2 Sales of Home Care by Category: Value 2018-2023
Table 3 Sales of Home Care by Category: % Value Growth 2018-2023
Table 4 NBO Company Shares of Home Care: % Value 2019-2023
Table 5 LBN Brand Shares of Home Care: % Value 2020-2023
Table 6 Distribution of Home Care by Format: % Value 2018-2023
Table 7 Distribution of Home Care by Format and Category: % Value 2023
Table 8 Forecast Sales of Home Care by Category: Value 2023-2028
Table 9 Forecast Sales of Home Care by Category: % Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources
LAUNDRY CARE IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Powder detergents remain the most popular choice
Detergent tablets emerge and attract consumer interest
Product developments focus on efficacy

PROSPECTS AND OPPORTUNITIES
Steady volume growth supported by growing appeal of liquid laundry detergents
Price sensitivity will remain an issue as consumers economise
Fabric softeners face robust growth
CATEGORY INDICATORS
Table 10 Household Possession of Washing Machines 2018-2023
CATEGORY DATA
Table 11 Sales of Laundry Care by Category: Value 2018-2023
Table 12 Sales of Laundry Care by Category: % Value Growth 2018-2023
Table 13 Sales of Laundry Aids by Category: Value 2018-2023
Table 14 Sales of Laundry Aids by Category: % Value Growth 2018-2023
Table 15 Sales of Laundry Detergents by Category: Value 2018-2023
Table 16 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
Table 17 NBO Company Shares of Laundry Care: % Value 2019-2023
Table 18 LBN Brand Shares of Laundry Care: % Value 2020-2023
Table 19 NBO Company Shares of Laundry Aids: % Value 2019-2023
Table 20 LBN Brand Shares of Laundry Aids: % Value 2020-2023
Table 21 NBO Company Shares of Laundry Detergents: % Value 2019-2023
Table 22 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
Table 23 Forecast Sales of Laundry Care by Category: Value 2023-2028
Table 24 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028
DISHWASHING IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Dishwashing faces stable growth
Automatic dishwashing records a number of new developments
Georgians shop around for their favourite brands
PROSPECTS AND OPPORTUNITIES
Dishwashing to enjoy stable growth
Price competition to remain intense
Product developments are integral to category development
CATEGORY INDICATORS
Table 25 Household Possession of Dishwashers 2017-2022
CATEGORY DATA
Table 26 Sales of Dishwashing by Category: Value 2018-2023
Table 27 Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 28 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 29 LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 30 Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028
SURFACE CARE IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sees robust volume growth
Product development is integral to growth
Growing threat from cheaper parallel imports
PROSPECTS AND OPPORTUNITIES
Strong growth prospects in surface care
Surface care brands to deliver improved formulas
Parallel imports to grow significantly
CATEGORY DATA
Table 32 Sales of Surface Care by Category: Value 2018-2023
Table 33 Sales of Surface Care by Category: % Value Growth 2018-2023
Table 34 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
Table 36 NBO Company Shares of Surface Care: % Value 2019-2023
Table 37 LBN Brand Shares of Surface Care: % Value 2020-2023
Table 38 Forecast Sales of Surface Care by Category: Value 2023-2028
Table 39 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028
BLEACH IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach is a traditional home care product
Competition intensifies with surface care
Health concerns taint the product's appeal
PROSPECTS AND OPPORTUNITIES
Bleach category to contract as consumers switch to surface care
Modern retailing to stifle development of bleach
Health concerns to hinder demand
CATEGORY DATA

Table 40 Sales of Bleach: Value 2018-2023
Table 41 Sales of Bleach: % Value Growth 2018-2023
Table 42 NBO Company Shares of Bleach: % Value 2019-2023
Table 43 LBN Brand Shares of Bleach: % Value 2020-2023
Table 44 Forecast Sales of Bleach: Value 2023-2028
Table 45 Forecast Sales of Bleach: % Value Growth 2023-2028
TOILET CARE IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care enjoys steady growth
Flurry of new products in ITBs
Threat of parallel imports impact toilet care
PROSPECTS AND OPPORTUNITIES
Toilet care to enjoy steady growth
Product development to add value across toilet care
Parallel imports are an ongoing threat
CATEGORY DATA
Table 46 Sales of Toilet Care by Category: Value 2018-2023
Table 47 Sales of Toilet Care by Category: % Value Growth 2018-2023
Table 48 NBO Company Shares of Toilet Care: % Value 2019-2023
Table 49 LBN Brand Shares of Toilet Care: % Value 2020-2023
Table 50 Forecast Sales of Toilet Care by Category: Value 2023-2028
Table 51 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028
POLISHES IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for polishes remains robust post-pandemic
Rising prices encourage Georgians to trade down
Limited range of polishes hampers growth potential
PROSPECTS AND OPPORTUNITIES
Less mature categories face stronger growth prospects
Promotions and discounts are an imperative in polishes
Modern retailing expansion provides a means to grow sales
CATEGORY DATA
Table 52 Sales of Polishes by Category: Value 2018-2023

Table 53 Sales of Polishes by Category: % Value Growth 2018-2023
Table 54 NBO Company Shares of Polishes: % Value 2019-2023
Table 55 LBN Brand Shares of Polishes: % Value 2020-2023
Table 56 Forecast Sales of Polishes by Category: Value 2023-2028
Table 57 Forecast Sales of Polishes by Category: % Value Growth 2023-2028
AIR CARE IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Modern retailers give air care brands access to new consumer base
Brands aim to improve the ambience of a room
Multinational players retain their positions
PROSPECTS AND OPPORTUNITIES
Promising outlook for air care
Modern retailers will support category growth
Competitive landscape to heat up in air care
CATEGORY DATA
Table 58 Sales of Air Care by Category: Value 2018-2023
Table 59 Sales of Air Care by Category: % Value Growth 2018-2023
Table 60 NBO Company Shares of Air Care: % Value 2019-2023
Table 61 LBN Brand Shares of Air Care: % Value 2020-2023
Table 62 Forecast Sales of Air Care by Category: Value 2023-2028
Table 63 Forecast Sales of Air Care by Category: % Value Growth 2023-2028
HOME INSECTICIDES IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Wider distribution supports sales of home insecticides
Efficacy is shaping purchasing decisions
Consumers remain quite loyal to brands
PROSPECTS AND OPPORTUNITIES
Home insecticides face stable performance
Brands keen to deliver improved convenience and long-lasting protection
Bulk of volume purchases will be in spray/aerosol format
CATEGORY DATA
Table 64 Sales of Home Insecticides by Category: Value 2018-2023
Table 65 Sales of Home Insecticides by Category: % Value Growth 2018-2023

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Table 66 NBO Company Shares of Home Insecticides: % Value 2019-2023
Table 67 LBN Brand Shares of Home Insecticides: % Value 2020-2023
Table 68 Forecast Sales of Home Insecticides by Category: Value 2023-2028
Table 69 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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