



Euromonitor  
International

# Deodorants in Georgia

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Deodorants Summary

### INDUSTRY PERFORMANCE

Georgian Consumers Drive Deodorants' Growth through Modern Retail Expansion

Deodorant Sprays Lead Growth, Fuelled by Skincare Innovation

Garnier'S Hyaluronic Deodorant Exemplifies Skin-Focused Innovation

Chart 1 - Garnier's Mineral Hyaluronic Deodorant Cares for Skin

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers Boost Sales through Hygiene Awareness and Retail Expansion

Deodorant Sprays to Dominate Value, While Roll-Ons and Sticks to Lead Growth

Price Sensitivity and Skinification Drive Innovation and Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Position through Brand Power and Retail Presence

Market Leaders Capitalise on Skinification Trend and Retail Strategies to Secure Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### CHANNELS

Pharmacies and Health and Beauty Specialists Expand Influence through Diverse Offerings

E-Commerce Growth Driven by Delivery Platforms and Consumer Preference for Convenience

Chart 9 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 10 - Economic Context for Deodorants

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 13 - Consumer Context for Deodorants

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Georgia - Industry Overview

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## INDUSTRY PERFORMANCE

Georgian Consumers' Rising Awareness and Retail Evolution Fuel Sales Growth

Hair Care and Fragrances Lead Sales, While Colour Cosmetics Expands Rapidly

Chart 17 - Uriage's Ultra-Light Texture Is Ideal for Daily Use

Retailers' Exclusive Discount Brands and Natural, Health-Focused Products Shape Consumption

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Omnichannel Retail Expansion and Consumer Awareness Accelerate Growth

Fragrances to Lead Sales, While Growing the Fastest

Retail Innovation and Ingredient Transparency Reshape Competition and Consumer Loyalty

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Positions through Multipolar Strategies

Mass Brands Leverage Price Competition and Influencer Marketing to Drive Growth

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Expand Physical Presence, While Convenience Retail Gains Momentum

Psp Pharmacy Pioneers Digital Delivery Innovation, Enhancing Customer Trust

E-Commerce Accelerates, Driven by Convenience and Digital Innovation

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

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