



Euromonitor
International

Deodorants in Georgia

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Deodorants in Georgia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional benefits and an expanding product assortment support growth for deodorants

Unilever Group improves its share, offering the well-established brand Rexona

Small local grocery stores led sales as consumers appreciate a personalised service

PROSPECTS AND OPPORTUNITIES

The expansion of modern retail and a wider product assortment will support sales

Price sensitivity is set to heighten competition, leading to a decline in brand loyalty in deodorants

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DISCLAIMER

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