



# Surface Care in Georgia

April 2026

Table of Contents

## Surface Care in Georgia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Price Increase Drives Value Sales in Georgian Surface Care

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

### INDUSTRY PERFORMANCE

Price Increase Drives Value Sales in Georgian Surface Care

Chart 2 - Carrefour Expands Its Exclusive Import Offer In Georgia

Sustainable Packaging Gains Traction with Eco-Friendly Options

Convenience Drives Demand for Evolving Product Formats

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

### WHAT'S NEXT?

Convenience and Sustainability to Drive Growth

Multi-Purpose Cleaners to Maintain Lead, with Specialised Products Gaining Traction

Chart 6 - Analyst Insight for Surface Care

Private Label Products and Parallel Imports to Intensify Competition

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Wide Availability

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

### CHANNELS

Small Local Grocers Remains Leading Channel with Widespread Presence

Retail E-Commerce Grows Driven by Delivery Platforms and Promotions

Chart 11 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Home Care in Georgia - Industry Overview](#)

### EXECUTIVE SUMMARY

Busy Lifestyles Drive Demand for Convenient Home Care Products

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Busy Lifestyles Drive Demand for Convenient Home Care Products

Chart 20 - Perwoll Leads Liquid Laundry Detergents in Georgia

Laundry Care Dominates Home Care Sales with Convenient Formats

Private Label Expansion and Sustainability Shape Home Care Trends

Chart 21 - Price Sensitivity Drives Private Label Growth

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

### WHAT'S NEXT?

Convenient Formats to Drive Growth in Home Care

Growing Demand for Eco-Friendly Products to Present New Opportunities

Price Sensitivity to Drive Competition and Private Label Growth

Chart 25 - Analyst Insight for Home Care

Chart 26 - Frosch Bathroom Cleaner Available With Recycled Packaging

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Players Benefit From Strong Brand Portfolio

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

### CHANNELS

Small Local Grocers Lead with Widespread Presence and Competitive Pricing

Retail E-Commerce Grows Rapidly with Innovative Delivery Services

Chart 31 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/surface-care-in-georgia/report](http://www.euromonitor.com/surface-care-in-georgia/report).