



# Skin Care in Georgia

May 2025

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising awareness of skin care benefits and ongoing innovations support growth in 2024

L'Oréal Groupe significantly improves its share with a wide and diverse product portfolio

Beauty specialists leads sales, while competition among pharmacies intensifies

#### PROSPECTS AND OPPORTUNITIES

Sales are set to be driven by product innovation and the impact of beauty influencers

Dermocosmetic brands are expected to take share from mass market goods

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