



Hair Care in Georgia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Sophistication and Rising Purchasing Power

Shampoos Lead, While Conditioners and Treatments Drive Growth

Chart 1 - Equilibra Dermo Shampoo Combines Clean Formulation and Italian Quality

Georgian Consumers Embrace Natural Actives and Sustainability in Hair Care Innovations

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Georgian Consumers Increase Product Usage Amid Rising Expenditure

Shampoos to Maintain Dominance, While Salon Professional Set to Surge

Young Consumers Drive Demand for Sustainable, Skin-Inspired Innovations

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and L'Oréal Strengthen Their Dominance through Strategic Growth

Emerging Brands Face Challenges Amid Dominant Manufacturers' Entrenched Presence

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution

E-Commerce Growth Driven by Convenience and Pharmacy Collaboration

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Hair Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Hair Care

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/hair-care-in-georgia/report.