



Euromonitor  
International

# Direct Selling in Georgia

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Table of Contents

## Direct Selling in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Direct selling faces growing competition from e-commerce  
Limited players in competitive landscape  
Oriflame Georgia gains retail share as it moves into consumer health products

#### PROSPECTS AND OPPORTUNITIES

Pace of value growth to slow over forecast period  
Russian retailer Siberian Health enters Georgia  
No signs of direct selling expanding beyond beauty and personal care over the forecast period

#### CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2017-2022  
Table 2 - Direct Selling by Product: % Value Growth 2017-2022  
Table 3 - Direct Selling GBO Company Shares: % Value 2018-2022  
Table 4 - Direct Selling GBN Brand Shares: % Value 2019-2022  
Table 5 - Direct Selling Forecasts by Product: Value 2022-2027  
Table 6 - Direct Selling Forecasts by Product: % Value Growth 2022-2027

## Retail in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2022: The big picture  
Informal retail  
What next for retail?

#### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022  
Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022  
Table 9 - Sales in Retail Offline by Channel: Value 2017-2022  
Table 10 - Sales in Retail Offline by Channel: % Value Growth 2017-2022  
Table 11 - Retail Offline Outlets by Channel: Units 2017-2022  
Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2017-2022  
Table 13 - Retail GBO Company Shares: % Value 2018-2022  
Table 14 - Retail GBN Brand Shares: % Value 2019-2022  
Table 15 - Retail Offline GBO Company Shares: % Value 2018-2022  
Table 16 - Retail Offline GBN Brand Shares: % Value 2019-2022  
Table 17 - Retail Offline LBN Brand Shares: Outlets 2019-2022  
Table 18 - Retail E-Commerce GBO Company Shares: % Value 2018-2022  
Table 19 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022  
Table 20 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027  
Table 21 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027  
Table 22 - Forecast Sales in Retail Offline by Channel: Value 2022-2027  
Table 23 - Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027  
Table 24 - Forecast Retail Offline Outlets by Channel: Units 2022-2027  
Table 25 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

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### SOURCES

Summary 1 - Research Sources

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