

## **Herbal/Traditional Products in Georgia**

Market Direction | 2022-10-11 | 24 pages | Euromonitor

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### **Report description:**

Retail value sales of herbal/traditional products in Georgia will record positive growth in 2022, driven largely by rapidly growing unit prices. Herbal/traditional products have particularly strong appeal amongst senior consumers who are accustomed to taking traditional medication and wary of the side effects of stronger, more artificial standard medication. Such consumers remain loyal to this category, thus sustaining demand for its products.

Euromonitor International's Herbal/Traditional Products in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
October 2022

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Growth continues thanks to loyal customer base of older Georgians who are accustomed to taking traditional medication

Herbal/traditional cough, cold and allergy (hay fever) remedies sees strong growth as common colds and coughs spread under lifted restrictions

GMP to maintain lead of category as foreign producers struggle under expensive import costs

#### PROSPECTS AND OPPORTUNITIES

Demand will be somewhat moderated by growing trust in standard OTC drugs and continued economic instability

Preventative health care trend to support more robust herbal/traditional dietary supplements growth

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Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
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