

## **Consumer Health in Georgia**

Market Direction | 2024-09-23 | 84 pages | Euromonitor

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### **Report description:**

Consumer health in Georgia in 2024 is being impacted by several broad factors. The exchange rate has remained stable throughout 2023 and into 2024, resulting in minimal growth in the prices of OTC products. The influx of immigrants from Russia, Ukraine and Belarus to Georgia in 2022, prompted by the war in Ukraine, is gradually decreasing. At the same time, tourism continues to recover, positively impacting the volume sales of OTC drugs. The Georgian OTC market demonstrates considerable stabilit...

Euromonitor International's Consumer Health 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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## **Table of Contents:**

Consumer Health in Georgia  
Euromonitor International  
September 2024

List Of Contents And Tables

### **CONSUMER HEALTH IN GEORGIA**

#### **EXECUTIVE SUMMARY**

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

#### **MARKET INDICATORS**

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 2 Life Expectancy at Birth 2019-2024

#### **MARKET DATA**

Table 3 Sales of Consumer Health by Category: Value 2019-2024  
Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 7 Penetration of Private Label by Category: % Value 2019-2024  
Table 8 Distribution of Consumer Health by Format: % Value 2019-2024  
Table 9 Distribution of Consumer Health by Format and Category: % Value 2024  
Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### **APPENDIX**

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

#### **DISCLAIMER**

#### **DEFINITIONS**

#### **SOURCES**

Summary 1 Research Sources

### **ANALGESICS IN GEORGIA**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Volume sales rise as value sales struggle in 2024  
Panadol as preferred choice for acetaminophen  
Highly fragmented landscape encourages consumers to prioritise price

#### **PROSPECTS AND OPPORTUNITIES**

Slowed growth forecast for analgesics in Georgia  
Price regulation to impact category development  
Progress to come from established players

#### **CATEGORY DATA**

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Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value growth is moderate in 2024

Aversi-Rational continues to lead overall category

Whooping cough on the rise

PROSPECTS AND OPPORTUNITIES

Value growth will be stable during forecast period

Players to cater to increased price sensitivity

Consumers will prioritise efficacy, while allergies will continue to rise

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local lifestyles support sales in digestive remedies

A Menarini Industrie Farmaceutiche Riunite leads highly competitive landscape

Rising competitive threat from generics and low-cost alternatives

PROSPECTS AND OPPORTUNITIES

Forecast period will see sustained demand for digestive remedies

Competition set to intensify

Continued consumer focus on efficacy, with ageing population supporting value sales

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health consciousness pushes volume sales in 2024

Hair loss treatment benefits from expanding consumer base, while GSK continues to lead overall category

High brand loyalty amid intense competition

PROSPECTS AND OPPORTUNITIES

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Positive growth predicted for dermatologicals in Georgia

Increased investment in improving offerings

Intense competition will encourage discounts, while consumers shift towards professional advice

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

#### WOUND CARE IN GEORGIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Wound care is mature and suffers from limited growth potential

Variety of offers expands with Betasan's Santavik brand ahead of the rest

Sticking plasters lacks innovation

##### PROSPECTS AND OPPORTUNITIES

Stable growth predicted for wound care in Georgia

Convenience trend set to accelerate

Price competition and value-added solutions to become more prevalent

#### CATEGORY DATA

Table 36 Sales of Wound Care by Category: Value 2019-2024

Table 37 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Wound Care: % Value 2020-2024

Table 39 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 40 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

#### VITAMINS IN GEORGIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Growth supported by rising consumer awareness

Players invest in promotion, while multivitamins accounts for greatest value share

Dietary supplements presents rising threat to vitamins, and Takeda continues to lead

##### PROSPECTS AND OPPORTUNITIES

Stable demand forecast for vitamins

Players will continue to invest in promotional strategies, with multivitamins remaining biggest value drivers

Competition set to intensify with women remaining target for multivitamins

#### CATEGORY DATA

Table 42 Sales of Vitamins by Category: Value 2019-2024

Table 43 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 44 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 45 NBO Company Shares of Vitamins: % Value 2020-2024

Table 46 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 47 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 48 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

#### DIETARY SUPPLEMENTS IN GEORGIA

##### KEY DATA FINDINGS

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## 2024 DEVELOPMENTS

Growth continues in line with rising awareness

Regular consumption increases

Advertising and discounting remain key within fragmented landscape

## PROSPECTS AND OPPORTUNITIES

Stable growth predicted thanks to heightened consumer awareness

Competition will remain intense

New players anticipated to enter dietary supplements in Georgia

## CATEGORY DATA

Table 49 Sales of Dietary Supplements by Category: Value 2019-2024

Table 50 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 51 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 52 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 53 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 54 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 55 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

## WEIGHT MANAGEMENT AND WELLBEING IN GEORGIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hectic lifestyles drive consumption

Growth remains limited by few players and products, and shifting consumer focus

Sports nutrition as a rising threat, while GM Pharmaceuticals maintains category leadership

## PROSPECTS AND OPPORTUNITIES

Demand fuelled by promise of efficacy

Category faces challenges from niche positioning and competition from sports nutrition

Lack of promotions and discounts to hinder growth, with alternative solutions offering further challenges

## CATEGORY DATA

Table 56 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

## SPORTS NUTRITION IN GEORGIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Category sales supported by rising fitness trends

Limited players competing in sports nutrition

Price-sensitive consumers prompt players to offer regular discounts, with e-commerce providing significant sales

## PROSPECTS AND OPPORTUNITIES

Growth set to continue throughout forecast period

Players will broaden their portfolios

Specialist retailers will remain leading channel amid intensifying competition

## CATEGORY DATA

Table 62 Sales of Sports Nutrition by Category: Value 2019-2024

Table 63 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 64 NBO Company Shares of Sports Nutrition: % Value 2020-2024

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Table 65 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 66 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 67 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

## HERBAL/TRADITIONAL PRODUCTS IN GEORGIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Growth supported by rising interest dietary supplements and cough remedies

Products suffer from perception of low efficacy

Naturalness trend boosts interest in herbal/traditional options, while GMP continues to lead overall category in 2024

### PROSPECTS AND OPPORTUNITIES

Category faces struggles ahead

Competition will intensify, prompting price reductions and more green messaging

Natural trend to both support sales and increase cross-category competition, while segmentation will expand

### CATEGORY DATA

Table 68 Sales of Herbal/Traditional Products: Value 2019-2024

Table 69 Sales of Herbal/Traditional Products: % Value Growth 2019-2024

Table 70 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 71 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 72 Forecast Sales of Herbal/Traditional Products: Value 2024-2029

Table 73 Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

## PAEDIATRIC CONSUMER HEALTH IN GEORGIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Vitamins leads in 2024, despite declining birth rate

GSK continues to lead, leveraging trust in high-quality offerings

Preventative approach supports specific segments within an underdeveloped category

### PROSPECTS AND OPPORTUNITIES

Forecast period will see stable demand and expanded portfolios, while birth rate continues to fall

Falling birth rate and competition from fortified and functional foods threaten progress

Players to invest more in product development

### CATEGORY DATA

Table 74 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 75 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 76 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 77 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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