

Dietary Supplements in Georgia

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

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Report description:

Dietary supplements is enjoying significant volume and value growth in Georgia in 2024, driven by increasing consumer awareness. The COVID-19 pandemic prompted Georgians to actively incorporate vitamins into their routines, leading to a consistent rise in awareness regarding dietary supplements since 2020. This growing awareness is stimulating demand for popular products such as zinc, omega-3, magnesium and selenium, as well as greater interest in combination dietary supplements.

Euromonitor International's Dietary Supplements 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: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

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

Why buy this report?

- * Get a detailed picture of the Dietary Supplements 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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