

Herbal/Traditional Products in Georgia

Market Direction | 2024-09-23 | 22 pages | Euromonitor

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Report description:

In 2024, the growth of herbal and traditional products in Georgia is supported by increased consumer interest in dietary supplements and cough treatments. This growth is facilitated by a broader range of herbal and traditional options available within these segments. However, the selection of herbal and traditional products remains relatively modest compared to the continually expanding range of non-herbal and traditional offerings.

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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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Table of Contents:

Herbal/Traditional Products in Georgia
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List Of Contents And Tables

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 1 Sales of Herbal/Traditional Products: Value 2019-2024

Table 2 Sales of Herbal/Traditional Products: % Value Growth 2019-2024

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 5 Forecast Sales of Herbal/Traditional Products: Value 2024-2029

Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

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 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 □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

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