



# Consumer Health in Georgia

September 2025

Table of Contents

## Consumer Health in Georgia

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### 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

### 2025 DEVELOPMENTS

Sales of analgesics maintain positive growth, supported by overall demand

Sopharma is the leader thanks to its popular portfolio, while Bayer benefits from its place in aspirin

Pharmacies remain the most popular outlets for analgesics

### PROSPECTS AND OPPORTUNITIES

Steady sales will continue thanks to strong baseline demand

Ongoing innovations in efficacy will be led by global players

Legislations set to support local manufacturing opportunities

### CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

## Cough, Cold and Allergy (Hay Fever) Remedies in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price increases boost value growth, while baseline demand supports consumption

Coldrex remains the most popular brand in the category, while Halls benefits from the growth of medicated confectionery

Pharmacies remain the most popular outlets for cough, cold, and allergy (hay fever). remedies

### PROSPECTS AND OPPORTUNITIES

Value sales will remain driven by high prices, with consumption supported by baseline demand

Further innovations in locally-produced brands expected over the forecast period

Efficacy in products will remain a key driver of sales, over natural remedies

### CATEGORY DATA

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 19 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 21 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 23 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

## Dermatologicals in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value sales supported by high prices, with demand underpinned by “beauty-from-within” trends

GSK maintains leading company place thanks to strong overall portfolio

Pharmacies remain the most popular outlets, thanks to high level of consumer trust in such stores

### PROSPECTS AND OPPORTUNITIES

Ongoing positive sales supported by high prices and “beauty-from-within” trends

Efficacy will be a key area of development, as consumers seek fast-acting remedies

Brand awareness and brand loyalty will remain key to sales for leading players

### CATEGORY DATA

Table 24 - Sales of Dermatologicals by Category: Value 2020-2025

Table 25 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 27 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 28 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 29 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

## Digestive Remedies in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value sales boosted by high prices, while demand is supported by busy lifestyles leading to poor diets

A Menaruni Industrie Farmaceutiche Riunite maintains its lead thanks to offering well-known and trusted brands

Pharmacies remain the most popular outlets, supported by this channel's expansion across the country

## PROSPECTS AND OPPORTUNITIES

Sales of digestive remedies will remain positive, driven by high prices and baseline demand

Brand loyalty to effective, tried and trusted remedies will remain strong

Healthier lifestyles may lead to lower demand over the longer term

## CATEGORY DATA

Table 30 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 31 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 33 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 34 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 35 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

## Wound Care in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales supported by a widening variety of products and higher levels of sporting activities

Betasan maintains company lead, but faces competition from brands such as Pic and Medrull

Pharmacies remain the most popular outlets thanks to overall expansion of this channel

## PROSPECTS AND OPPORTUNITIES

Ongoing positive sales supported by active lifestyles and a growing range of available products to suit different needs

Innovation set to be focussed on specialist products for different needs

Ageing population and rise of various ailments support demand for wound care

## CATEGORY DATA

Table 36 - Sales of Wound Care by Category: Value 2020-2025

Table 37 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 38 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 39 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 40 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 41 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

## Sports Nutrition in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sports nutrition benefits from rise in sporting activity and busy, on-the-go lifestyles alike

Oprimum Nutrition maintains leading place thanks to strong reputation of trust among consumers

Sports nutrition stores benefit from offering specialist advice to consumers, while e-commerce benefits from convenience

## PROSPECTS AND OPPORTUNITIES

Positive sales will continue, thanks to ongoing health trends supporting the consumption of sports nutrition products

Rising competition among smaller players will lead to more competitive prices and wider availability and accessibility of products

A growing assortment of products expected, to meet different consumer needs

## CATEGORY DATA

Table 42 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 43 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 44 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 45 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 46 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 47 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

## Dietary Supplements in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dietary supplements perform well, with further scope for growth

Solgar maintains lead, while Amvilab increases its availability

Pharmacies remain the most popular outlets, thanks to ongoing expansion of the channel

### PROSPECTS AND OPPORTUNITIES

Ongoing growth for dietary supplements, with further opportunities ahead

Specifically targeted supplements expected to rise in popularity

Increasing health-awareness will underpin ongoing sales

### CATEGORY DATA

Table 48 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 49 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 50 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 51 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 52 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 53 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 54 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

## Vitamins in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales of vitamins see healthy growth, with multivitamins proving especially popular

Vitrum retains its lead as the most popular brand, while Solgar performs well

Pharmacies remain the most popular outlets, thanks to ongoing expansion of the channel

### PROSPECTS AND OPPORTUNITIES

Healthy ongoing sales for vitamins, thanks to the continued focus on preventative health

Numerous new launches expected over the forecast period, including from budget-friendly brands

Popular vitamins such as C and D will drive overall growth

### CATEGORY DATA

Table 55 - Sales of Vitamins by Category: Value 2020-2025

Table 56 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 57 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 58 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 59 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 60 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 61 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

## Weight Management and Wellbeing in Georgia

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales of weight management and wellbeing supported by consumers' growing health awareness  
ESI maintains lead thanks to limited competition, while less-known products increase in product ranges and availability  
Pharmacies maintain the strongest sales, while e-commerce offers convenience to consumers

#### PROSPECTS AND OPPORTUNITIES

Ongoing sales will be supported by rising health-consciousness  
Innovations expected in products containing specialist ingredients  
The rise of healthy lifestyles could potentially slow down sales of weight management products

#### CATEGORY DATA

Table 62 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025  
Table 63 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025  
Table 64 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025  
Table 65 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025  
Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030  
Table 67 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

#### Herbal/Traditional Products in Georgia

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Herbal/traditional products benefit from the long history of natural remedies in the country  
Tbilkhimpharm maintains lead thanks to strong position in herbal/traditional sleeping aids  
Pharmacies remain strong for sales, while e-commerce offers convenience

#### PROSPECTS AND OPPORTUNITIES

Positive sales will continue, driven by a cultural affinity for natural remedies and growing health trends  
Herbal/non-herbal mixed products may pose rising competition to purely herbal products  
Health and wellbeing trends will continue to underpin baseline demand

#### CATEGORY DATA

Table 68 - Sales of Herbal/Traditional Products: Value 2020-2025  
Table 69 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025  
Table 70 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025  
Table 71 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025  
Table 72 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030  
Table 73 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

#### Paediatric Consumer Health in Georgia

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Health and wellbeing trends support demand for paediatric consumer health  
Bayer benefits from perception of high quality and reliability  
Pharmacies remain key for paediatric consumer health, with e-commerce also on the rise

#### PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by the expansion of pharmacies and overarching health and wellbeing trends  
Leading brands will continue to benefit from wide availability and strong promotions  
Price sensitivity will stimulate the presence of discounts and promotions

#### CATEGORY DATA

Table 74 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 75 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 76 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 77 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-health-in-georgia/report](http://www.euromonitor.com/consumer-health-in-georgia/report).