Consumer Health in Georgia

September 2024

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

Category faces struggles ahead

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

CATEGORY DATA

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

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