



Euromonitor
International

Herbal/Traditional Products in Georgia

September 2025

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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

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Consumer Health in Georgia - Industry Overview

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DISCLAIMER

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