



# Weight Management and Wellbeing in Georgia

September 2025

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## Weight Management and Wellbeing in Georgia - Category analysis

### 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

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