



Euromonitor
International

Paediatric Consumer Health in Georgia

September 2025

Table of Contents

Paediatric Consumer Health in Georgia - Category analysis

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

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

Consumer Health in Georgia - Industry Overview

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

Table 6 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2020-2025

Table 8 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 9 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 10 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 11 - Penetration of Private Label by Category: % Value 2020-2025

Table 12 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 14 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 15 - 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

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