



Euromonitor
International

Vitamins in Georgia

September 2025

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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

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