



# Herbal/Traditional Products in Georgia

September 2023

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## Herbal/Traditional Products in Georgia - Category analysis

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#### 2023 DEVELOPMENTS

Volume decline, as consumers prioritise essential consumer health products

Local player GMP Pharmaceuticals holds on to lead

Cough/cold and allergy (hay fever) remedies account for most value sales

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Focus on climate change widens consumer base

Increased segmentation way of standing out from the crowd

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