



Euromonitor  
International

# Paediatric Consumer Health in Georgia

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Vitamins leads in 2024, despite declining birth rate
- GSK continues to lead, leveraging trust in high-quality offerings
- Preventative approach supports specific segments within an underdeveloped category

PROSPECTS AND OPPORTUNITIES

- Forecast period will see stable demand and expanded portfolios, while birth rate continues to fall
- Falling birth rate and competition from fortified and functional foods threaten progress
- Players to invest more in product development

CATEGORY DATA

- Table 1 - Sales of Paediatric Consumer Health by Category: Value 2019-2024
- Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
- Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
- Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Consumer Health in Georgia - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 6 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 7 - Sales of Consumer Health by Category: Value 2019-2024
- Table 8 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 9 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 10 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 11 - Penetration of Private Label by Category: % Value 2019-2024
- Table 12 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 13 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 14 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/paediatric-consumer-health-in-georgia/report](http://www.euromonitor.com/paediatric-consumer-health-in-georgia/report).