



Euromonitor  
International

# Weight Management and Wellbeing in Georgia

September 2025

Table of Contents

## 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

The rise of healthy lifestyles could potentially slow down sales of weight management products

### CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 6 - Forecast Sales of Weight Management and Wellbeing 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 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - 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

### Summary 1 - Research 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/weight-management-and-wellbeing-in-georgia/report](http://www.euromonitor.com/weight-management-and-wellbeing-in-georgia/report).