



**Euromonitor
International**

Vitamins in Georgia

September 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2020-2025
Table 2 - Sales of Vitamins by Category: % Value Growth 2020-2025
Table 3 - Sales of Multivitamins by Positioning: % Value 2020-2025
Table 4 - NBO Company Shares of Vitamins: % Value 2021-2025
Table 5 - LBN Brand Shares of Vitamins: % Value 2022-2025
Table 6 - Forecast Sales of Vitamins by Category: Value 2025-2030
Table 7 - Forecast Sales of Vitamins 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 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025
Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 14 - Penetration of Private Label by Category: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 18 - 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

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