

Paediatric Consumer Health in Georgia

September 2023

Table of Contents

Paediatric Consumer Health in Georgia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fall in volume sales of vitamins drags down overall paediatric consumer health

GSK and Takeda to remain leading players thanks to reputation for quality

Paediatric consumer health remains underdeveloped due to pressure from traditional wellbeing habits and products aimed at both adults and children

PROSPECTS AND OPPORTUNITIES

Muted growth over forecast period

Fortified foods compete with paediatric vitamins

Players focus on child-friendly design

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 4 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Georgia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 5 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 6 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 7 - Sales of Consumer Health by Category: Value 2018-2023

Table 8 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 9 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 10 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 11 - Penetration of Private Label by Category: % Value 2018-2023

Table 12 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 13 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 14 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 15 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

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