



Sports Nutrition in Georgia

September 2025

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Sports Nutrition in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports nutrition benefits from rise in sporting activity and busy, on-the-go lifestyles alike

Oprimum Nutrition maintains leading place thanks to strong reputation of trust among consumers

Sports nutrition stores benefit from offering specialist advice to consumers, while e-commerce benefits from convenience

PROSPECTS AND OPPORTUNITIES

Positive sales will continue, thanks to ongoing health trends supporting the consumption of sports nutrition products

Rising competition among smaller players will lead to more competitive prices and wider availability and accessibility of products

A growing assortment of products expected, to meet different consumer needs

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