Euromonitor International

Dietary Supplements in Georgia

October 2026

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KEY DATA INSIGHTS

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Targeted prevention and multifunctionality reshape supplement demand
GMP alignment concentrates supply around certified products
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Chart 2 Value Sales by Category 2026

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Targeted supplements expected to retain scale as multifunctional demand broadens
GMP alignment forecast to strengthen certified brands and narrow supply
Mobile delivery platforms poised to extend supplement access
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COUNTRY REPORTS DISCLAIMER

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