



**Euromonitor
International**

Digestive Remedies in Georgia

September 2025

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Digestive Remedies in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales boosted by high prices, while demand is supported by busy lifestyles leading to poor diets

A Menaruni Industrie Farmaceutiche Riunite maintains its lead thanks to offering well-known and trusted brands

Pharmacies remain the most popular outlets, supported by this channel's expansion across the country

PROSPECTS AND OPPORTUNITIES

Sales of digestive remedies will remain positive, driven by high prices and baseline demand

Brand loyalty to effective, tried and trusted remedies will remain strong

Healthier lifestyles may lead to lower demand over the longer term

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