

Other Hot Drinks in Georgia

Market Direction | 2022-12-14 | 19 pages | Euromonitor

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Report description:

Rising health consciousness is encouraging Georgians to reduce their caffeine intake and as a consequence, some consumers are switching to other hot drinks. Overall, the category is dominated by chocolate-based flavoured powdered drinks, which are mainly consumed by children. However, with the health trend gaining traction, Georgians are consuming healthier versions of hot chocolate. For example, producers are offering hot chocolate with reduced sugar, vegan options, and dark hot chocolate. As w...

Euromonitor International's Other Hot Drinks in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Other Hot Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Other hot drinks benefits from health consciousness trend and decline in caffeine consumption

Convenience of hot chocolate options is a key benefit

Nestle leads the way in other hot drinks

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