

Tea in Georgia

Market Direction | 2022-12-14 | 20 pages | Euromonitor

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Report description:

Tea faces robust retail volume growth in 2022 thanks to the wide assortment of products available at different price points, together with the rising price of coffee which has increased tea consumption to an extent. Consumers' price sensitivity has encouraged producers to offer lower quality teas at lower prices. In the current climate where consumers are facing rising everyday costs, Georgians are paying much greater attention to price than the brand when buying tea.

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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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