

Retail in Georgia

Market Direction | 2023-03-29 | 38 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The war in Ukraine exacted a heavy toll on Georgia's economy with retail prices spiking in 2022. Close trade links with Russia and Georgia's status as an emerging economy have also exerted pressure on the country's currency, with depreciation also feeding into inflationary pressures through higher import prices. Georgia is very reliant on imports that account for over half of GDP. The inflation rate reached a high of 13.3% in May 2022, before coming down to 11.5% in July 2022, which has negative...

Euromonitor International's Retail in Georgia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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.

Table of Contents:

Retail in Georgia
Euromonitor International
March 2023

List Of Contents And Tables

RETAIL IN GEORGIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Retail GBO Company Shares: % Value 2018-2022

Table 8 Retail GBN Brand Shares: % Value 2019-2022

Table 9 Retail Offline GBO Company Shares: % Value 2018-2022

Table 10 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 11 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 12 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 13 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 14 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 15 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 16 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 17 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 18 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 19 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

GROCERY RETAILERS IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Grocery retailing posts solid value growth amid high inflation

Traditional outlets face strong competition from modern grocery

Modern grocery retailers boosted by performance of convenience stores

PROSPECTS AND OPPORTUNITIES

Modern grocery development entices shoppers

Traditional grocery retailers lose ground but remain key for locals and tourists

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Economic development will shape future growth

CHANNEL DATA

Table 20 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 21 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 22 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 23 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 24 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 25 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 26 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 27 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 28 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 29 \square Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 30 \square Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 31 \square Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 32 \square Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 33 \square Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 34 \square Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Non-grocery retailers benefit from return to in-store shopping

Apparel and footwear specialists witness further rebound

Health and beauty specialists enjoy robust growth

PROSPECTS AND OPPORTUNITIES

Broadly positive economy to support growth in non-grocery retailing

Non-grocery retail stores will evolve

Tourism plays an important role in non-grocery retailing

CHANNEL DATA

Table 35 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 36 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 41 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 42 Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 44 \square Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 45 \square Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DIRECT SELLING IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Direct selling faces growing competition from e-commerce

Limited players in competitive landscape

Oriflame Georgia gains retail share as it moves into consumer health products

PROSPECTS AND OPPORTUNITIES

Pace of value growth to slow over forecast period

Russian retailer Siberian Health enters Georgia

No signs of direct selling expanding beyond beauty and personal care over the forecast period

CHANNEL DATA

Table 46 Direct Selling by Product: Value 2017-2022

Table 47 Direct Selling by Product: % Value Growth 2017-2022

Table 48 Direct Selling GBO Company Shares: % Value 2018-2022

Table 49 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 50 Direct Selling Forecasts by Product: Value 2022-2027

Table 51 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

E-commerce growth remains robust bolstered by higher inflation

Appreciation of local currency spurs cross-border online purchases

Internet access and tech-savvy shoppers expand in Georgia

PROSPECTS AND OPPORTUNITIES

E-commerce faces promising growth

Gaps in e-commerce development for some local brands

Improvements and rising trust amongst consumers in online payment systems supports e-commerce growth

CHANNEL DATA

Table 52 Retail E-Commerce by Product: Value 2017-2022

Table 53 Retail E-Commerce by Product: % Value Growth 2017-2022

Table 54 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 55 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 56 Forecast Retail E-Commerce by Product: Value 2022-2027

Table 57 Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Georgia

Market Direction | 2023-03-29 | 38 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com