

Spirits in Georgia

Market Direction | 2023-06-26 | 25 pages | Euromonitor

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Report description:

The recovery of tourism flows in Georgia in 2022 boosted the demand for spirits. On-trade volume sales continued to grow to almost reach the 2019 pre-pandemic level by the end of the review period. In 2022, local consumers spent more time outside their homes as the measures introduced to stem the spread of Coronavirus COVID-19) were eased and lifted. This provided a strong rebound in on-trade custom and volume sales of spirits. However, the consumption of spirits remained under pressure in 2022.

Euromonitor International's Spirits 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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

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reliable information resources to help drive informed strategic planning.

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