

Energy Drinks in Georgia

Market Direction | 2023-12-20 | 24 pages | Euromonitor

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Report description:

Energy drinks are increasingly popular in Georgia and in 2023 energy drinks are expected to register the highest volume growth of all soft drinks. The range of energy drinks on offer is also growing and this is supporting volume growth. Consumers lead increasingly busy lives and in particular younger people appreciate the boost from energy drinks, both for physical activities and to get a cognitive boost when studying. Many young people also consume energy drinks when partying.

Euromonitor International's Energy 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Table of Contents:

Energy Drinks in Georgia
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List Of Contents And Tables

ENERGY DRINKS IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Star performer among soft drinks in 2023

Affordability is key

Reduced sugar fastest growing segment

PROSPECTS AND OPPORTUNITIES

Energy drinks registers highest volume growth among soft drinks over forecast period

Sugar-free variants gain volume share?

Local brands continue to gain volume share

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN GEORGIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

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Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 37	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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