

## Hot Drinks in Georgia

Market Direction | 2023-12-18 | 31 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

Hot drinks is expected to register moderate constant value growth in 2023, though volume sales are expected to decline, driven by a poor performance in coffee. Continuing economic uncertainty as a result of Russia's invasion of Ukraine and high inflation is continuing to have an effect and consumers are expected to be highly price sensitive and prioritise value for money. Players are responding by offering discounts and promotions. That being said, inflation is easing in 2023. Geopolitical tensi...

Euromonitor International's 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 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: Coffee, Other Hot Drinks, 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 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.

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in Georgia  
Euromonitor International  
December 2023

### List Of Contents And Tables

#### HOT DRINKS IN GEORGIA

##### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

##### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 13 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 14 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 15 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 17 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028  
Table 18 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028  
Table 19 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028  
Table 20 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 21 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028  
Table 22 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028  
Table 23 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028  
Table 24 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028  
Table 25 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### COFFEE IN GEORGIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

Second year of declining retail volume sales

Fresh ground coffee pods registers volume growth

Global companies lead in coffee

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Fresh ground coffee registers highest volume growth

Leading players hold onto value share

#### CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2018-2023

Table 27 Retail Sales of Coffee by Category: Value 2018-2023

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2018-2023

Table 29 Retail Sales of Coffee by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Coffee: % Retail Value 2019-2023

Table 31 LBN Brand Shares of Coffee: % Retail Value 2020-2023

Table 32 Forecast Retail Sales of Coffee by Category: Volume 2023-2028

Table 33 Forecast Retail Sales of Coffee by Category: Value 2023-2028

Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028

Table 35 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

#### TEA IN GEORGIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Much rosier picture for tea than coffee

Mix of local and imported brands

Local tea industry continues to expand

#### PROSPECTS AND OPPORTUNITIES

Future is bright for local tea producers

Healthier living drives demand for fruit/herbal teas

Local tea producers will lead premium and eco developments

#### CATEGORY DATA

Table 36 Retail Sales of Tea by Category: Volume 2018-2023

Table 37 Retail Sales of Tea by Category: Value 2018-2023

Table 38 Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 39 Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Tea: % Retail Value 2019-2023

Table 41 LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 42 Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 43 Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 45 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

#### OTHER HOT DRINKS IN GEORGIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive volume growth in both retail and foodservice

Nestle leads the way in other hot drinks

Degree of premiumisation

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over the forecast period

Innovation need to ensure long-term growth

Focus on premiumisation could widen consumer base

#### CATEGORY DATA

Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023

Table 47 Retail Sales of Other Hot Drinks by Category: Value 2018-2023

Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023

Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023

Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023

Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028

Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028

Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Georgia

Market Direction | 2023-12-18 | 31 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	2026-02-13
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)