

## **Hot Drinks in Georgia**

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

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### **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.

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Second year of declining retail volume sales

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#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over the forecast period

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