

## 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.

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