

RTD Coffee in Georgia

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

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Report description:

Volume sales continue to be low for RTD coffee and in 2023, volume growth is expected to be muted. One factor holding back growth is the limited range of brands on offer and distribution is mainly through modern grocery retailers, with limited presence in small local grocers. In terms of foodservice, coffee shops offer freshly-made iced coffee and this is limiting volume growth of RTD coffee through foodservice channels. Also, RTD coffee is considered expensive by most consumers and this is anot...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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.

Table of Contents:

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List Of Contents And Tables

RTD COFFEE IN GEORGIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited availability hampers volume growth

Competitive landscape becoming more fragmented

RTD coffee growth driven by younger generation

PROSPECTS AND OPPORTUNITIES

Modest volume growth over forecast period

Larger range supports volume growth

Sustainable positioning increasingly important

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % 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 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

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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