

Soft Drinks in Georgia

Market Direction | 2023-12-20 | 64 pages | Euromonitor

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Report description:

Soft drinks is expected to register healthy volume growth in 2023, despite continuing economic uncertainty as a result of Russia's invasion of Ukraine. Geopolitical tensions in the region has led to a significant increase in the number of immigrants from Ukraine, Russia and Belarus, and this is expected to contribute to volume growth. In particular, many of the newly-arrived Russians have quite high disposable incomes. A recovery in tourism, post pandemic, also contributes to volume growth. This...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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