

## **Beer in Georgia**

Market Direction | 2024-06-19 | 26 pages | Euromonitor

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### **Report description:**

In 2023, the volume sales of beer in Georgia continued to grow, albeit at a slower pace compared to previous years. This growth, although more stable, was underpinned by both an increase in domestic production and a rise in imports. The Horeca (Hotel/Restaurant/Cafe) sector experienced faster growth than the off-trade sector, a trend largely attributed to the influx of tourists and locals spending more time outside their homes. Almost all of the beer consumed in Georgia was produced locally. The...

Euromonitor International's Beer 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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