

Coffee in Georgia

Market Direction | 2025-01-03 | 20 pages | Euromonitor

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Report description:

The decreasing influx of immigrants from Russia, Ukraine, and Belarus has resulted in a deceleration of coffee consumption growth in Georgia. Additionally, the sharp rise in the cost of raw materials has driven significant price increases for coffee in 2024, heightening consumer price sensitivity. Despite this, the fast-paced lifestyles of urban consumers and a growing preference for convenience have boosted the sales of coffee mixes. Coffee pods have continued to record rapid growth, albeit fro...

Euromonitor International's 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 2020-2024, 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 2029 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the 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.

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