

Coffee in Georgia

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Coffee in Georgia
Euromonitor International
January 2025

List Of Contents And Tables

COFFEE IN GEORGIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slowing coffee consumption amidst price sensitivity

Intensified competition and shelf optimisation

Innovative coffee products targeting health and local preferences

PROSPECTS AND OPPORTUNITIES

Challenges of price growth and emerging opportunities

Focus on innovation and health-driven products

Convenience and private imports stimulate market dynamics

CATEGORY DATA

Table 1 Retail Sales of Coffee by Category: Volume 2019-2024

Table 2 Retail Sales of Coffee by Category: Value 2019-2024

Table 3 Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 4 Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 6 LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 7 Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 8 Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 9 Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 10 Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

HOT DRINKS IN GEORGIA

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 11 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 13 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 14 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 15 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 16 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 17 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 18 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 19 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 20 Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □NBO Company Shares of Hot Drinks: % Retail Value 2020-2024

Table 22 □LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024

Table 23 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024

Table 24 □Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 25 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2024

Table 26 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 27 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 □Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 □Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Coffee in Georgia

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com