



Euromonitor
International

Wine in Georgia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Exceptional grape harvest supports wine growth in 2024
- Innovation shaped by competition from homemade wine
- Intense competition encourages retailers to optimise their wine assortments

PROSPECTS AND OPPORTUNITIES

- Steady sales increase supported by growth of modern retail and agricultural tourism
- Homemade wine will remain a strong competitor
- Innovation to stand out in a competitive market

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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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