



Euromonitor
International

Beer in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Expansion of modern grocery retailers drives growth in 2024
- Leading Lomisi JSC offers a broad portfolio of both local and imported brands
- Convenience stores cater to a wide range of consumer preferences

PROSPECTS AND OPPORTUNITIES

- Ongoing development of modern grocery retailers supports future growth
- Rising production costs to dampen demand
- Niche and experimental beers may remain limited to specialty outlets and on-trade

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Alcoholic Drinks in Georgia - Industry Overview

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- 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

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DISCLAIMER

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