



Tea in Georgia

November 2025

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Tea in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive performance of tea supported by steady demand and health and wellness trends

INDUSTRY PERFORMANCE

Tea remains a popular hot beverage, with strong local production

Strong growth of fruit/herbal tea supported by growing assortment of offers and health and wellness trends

WHAT'S NEXT?

Positive sales will continue over the forecast period, with a widening assortment expected

Price sensitivity will continue, while retailers balance cost with a widening assortment

Health and wellness trends will support sales of healthier-positioned teas

COMPETITIVE LANDSCAPE

Geoplant benefits from its best-selling Gurieli tea, offering local and natural products

Orimi Trade benefits from growth in its Greenfield brand of tea

CHANNELS

Convenience stores continue to benefit from accessibility, modern formats, and widening assortments

Retail e-commerce continues to grow from a modest sales base, thanks to developments from notable delivery services

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Hot Drinks in Georgia - Industry Overview

EXECUTIVE SUMMARY

Positive sales continue, supported by baseline demand, immigration, and tourism

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price sensitivity continues, leading to more frequent discounts and promotions

Refill packages and international coffee varieties grow in demand

Health and wellness trends most evident in tea

WHAT'S NEXT?

Overall stable sales expected over the forecast period

Health and wellness teas and premium coffee set to be key trends

Price sensitivity will continue to influence purchasing decisions and stimulate competition

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts benefits from strong positioning in coffee, ongoing innovation, and sustainability efforts

Greenfield tea benefits from wide availability and strong portfolio of popular options

CHANNELS

Convenience stores continue to benefit from accessibility, modern formats, and widening assortments

Retail e-commerce continues to grow from a modest sales base, thanks to developments from notable delivery services

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