

# Carbonates in Georgia

December 2023

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## Carbonates in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy volume growth in 2023  
Competitive landscape increasingly consolidated  
Reduced sugar carbonates register higher growth

#### PROSPECTS AND OPPORTUNITIES

Carbonates to face competition from healthier options such as juice  
Growing health consciousness characterises the forecast period  
Continuing expansion of modern grocery retailers increases competitiveness

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