

# Spirits in Georgia

June 2023

Table of Contents

## Spirits in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Stronger tourism flows spur rebound in on-trade spirits

Development of modern grocery retailing opens way to imported spirits

Vodka players lead the way in spirits

#### PROSPECTS AND OPPORTUNITIES

Tourism flows to underpin on-trade growth but home consumption is under threat from high retail prices

Preferences of younger adults threaten market size of spirits

Modern retailing trend to influence purchasing behaviour

#### CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022

Table 2 - Sales of Spirits by Category: Total Value 2017-2022

Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022

Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022

Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 10 - NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 12 - Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 13 - Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 14 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

## Alcoholic Drinks in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing 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

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

### OPERATING ENVIRONMENT

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

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 25 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 26 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 27 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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## SOURCES

Summary 2 - Research Sources

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