

# Wine in Georgia

June 2023

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# Wine in Georgia - Category analysis

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Reopening of society boosts on-trade sales but home-made wine remains the popular choice Production and export issues hamper category performance Highly fragmented competitive landscape in a strong wine making culture

### PROSPECTS AND OPPORTUNITIES

Volume growth expected despite economic headwinds Players to make strong efforts to increase domestic reach and exports Still white wine to continue to shape the category

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# 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

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

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