

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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