



Euromonitor
International

Tea in Georgia

November 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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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

Foodservice vs retail split

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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