Euromonitor International

Bottled Water in Georgia

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Bottled Water in Georgia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience, innovation, and price dynamics shape bottled water

INDUSTRY PERFORMANCE

Modest growth amid price pressures
Still flavoured bottled water leads growth

WHAT'S NEXT?

Steady, yet modest growth expexted, supported by rising on-the-go consumption and flavoured varieties
Innovations will drive expansion
Rising prices could lead to greater polarisation

COMPETITIVE LANDSCAPE

Borjomi maintains leadership
Coca-Cola's Mtis brand leads growth

CHANNELS

Convenience stores continue to replace small local grocers
E-commerce fastest-growing channel

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Soft Drinks in Georgia - Industry Overview

EXECUTIVE SUMMARY

Convenience, affordability, and health drive sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Continued growth for soft drinks
Gradual shift towards healthier choices
Consumers prioritise affordability amid mounting cost-of-living pressures

WHAT'S NEXT

Forecast steady growth despite price increases
Convenience will be key innovation driver

Further expansion of modern grocery retail will increase competitive pressures

COMPETITIVE LANDSCAPE

Coca-Cola strengthens leadership through marketing and chiller cabinet expansion
Caffeine-focused brands see strong performance
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