Euromonitor International

Energy Drinks in Georgia

December 2025

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Energy Drinks in Georgia - Category analysis

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2025 DEVELOPMENTS

Energy drinks gains traction amid health and convenience trends

INDUSTRY PERFORMANCE

Functional benefits and busy lifestyles drive demand

Rapid growth of reduced sugar options

WHAT'S NEXT?

Energy drinks poised for robust growth

Battle for shelf space amid intense competition

Price sensitivity will remain crucial factor

COMPETITIVE LANDSCAPE

Iberia Refreshments JSC leads energy drinks with Boom Fire

XL Energy is fastest-growing player

CHANNELS

Convenience stores meet on-the-go needs

E-commerce sees rapid expansion

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Soft Drinks in Georgia - Industry Overview

EXECUTIVE SUMMARY

Convenience, affordability, and health drive sales

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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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