

# E-Commerce (Goods) in Georgia

April 2022

Table of Contents

## E-Commerce (Goods) in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Reopening of stores slows down growth of e-commerce in 2021  
Goodwill edges past Amazon, thanks to huge boost in value sales of grocery  
Amazon.com remains leader due to wide range and wide awareness

#### PROSPECTS AND OPPORTUNITIES

Increasing access to faster internet speeds will drive value growth  
Popularity of international e-commerce sites affected by currency devaluation  
Improvements and rising trust amongst consumers in online payment systems supports e-commerce growth

#### CHANNEL DATA

Table 1 - E-Commerce (Goods) by Channel and Category: Value 2016-2021  
Table 2 - E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021  
Table 3 - E-Commerce (Goods) GBO Company Shares: % Value 2017-2021  
Table 4 - E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021  
Table 5 - Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026  
Table 6 - Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

## Retailing in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Retailing in 2021: The big picture  
E-commerce sales continue to grow  
Devaluation of lari leads to general price increases, dampening sales growth  
What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing  
Opening hours  
Summary 1 - Standard Opening Hours by Channel Type 2021  
Physical retail landscape  
Cash and carry  
Seasonality  
Back to school  
New Year  
Payments  
Delivery and collections  
Emerging business models

### MARKET DATA

Table 7 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021  
Table 8 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021  
Table 9 - Sales in Store-Based Retailing by Channel: Value 2016-2021  
Table 10 - Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021  
Table 11 - Store-Based Retailing Outlets by Channel: Units 2016-2021  
Table 12 - Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021  
Table 13 - Sales in Non-Store Retailing by Channel: Value 2016-2021  
Table 14 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021  
Table 15 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021  
Table 16 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 17 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021  
 Table 18 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021  
 Table 19 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021  
 Table 20 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021  
 Table 21 - Retailing GBO Company Shares: % Value 2017-2021  
 Table 22 - Retailing GBN Brand Shares: % Value 2018-2021  
 Table 23 - Store-based Retailing GBO Company Shares: % Value 2017-2021  
 Table 24 - Store-based Retailing GBN Brand Shares: % Value 2018-2021  
 Table 25 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021  
 Table 26 - Non-Store Retailing GBO Company Shares: % Value 2017-2021  
 Table 27 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021  
 Table 28 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021  
 Table 29 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021  
 Table 30 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021  
 Table 31 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021  
 Table 32 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026  
 Table 33 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026  
 Table 34 - Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026  
 Table 35 - Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026  
 Table 36 - Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026  
 Table 37 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026  
 Table 38 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026  
 Table 39 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026  
 Table 40 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026  
 Table 41 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026  
 Table 42 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026  
 Table 43 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026  
 Table 44 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026  
 Table 45 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/e-commerce-goods-in-georgia/report](http://www.euromonitor.com/e-commerce-goods-in-georgia/report).