+44 20 8123 2220
info@marketpublishers.com

Energy Drinks in Georgia

https://marketpublishers.com/r/E6F855687C2EN.html
Date: December 2023
Pages: 24
Price: US$ 990.00 (Single User License)
ID: E6F855687C2EN

Abstracts

Energy drinks are increasingly popular in Georgia and in 2023 energy drinks are expected to register the highest volume growth of all soft drinks. The range of energy drinks on offer in also growing and this is supporting volume growth. Consumers lead increasingly busy lives and in particular younger people appreciate the boost from energy drinks, both for physical activities and to get a cognitive boost when studying. Many young people also consume energy drinks when partying.

Euromonitor International's Energy Drinks in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Energy Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

+44 20 8123 2220
info@marketpublishers.com

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

+44 20 8123 2220
info@marketpublishers.com

Contents

Energy Drinks in Georgia
Euromonitor International
May 2024

LIST OF CONTENTS AND TABLES

ENERGY DRINKS IN GEORGIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Star performer among soft drinks in 2023
Affordability is key
Reduced sugar fastest growing segment
PROSPECTS AND OPPORTUNITIES
Energy drinks registers highest volume growth among soft drinks over forecast period
Sugar-free variants gain volume share
Local brands continue to gain volume share
CATEGORY DATA
Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023
Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023
Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023
Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023
Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023
Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023
Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023
Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023
Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028
Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2023-2028
Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028
Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028
SOFT DRINKS IN GEORGIA
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?
MARKET DATA
Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 32 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 33 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 34 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

+44 20 8123 2220
info@marketpublishers.com

Table 37 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 38 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 39 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 40 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 41 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 42 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Energy Drinks in Georgia
Product link: https://marketpublishers.com/r/E6F855687C2EN.html
Price: US$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/E6F855687C2EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970