

# Georgia: Cars Market and the Impact of COVID-19 in the Medium Term

<https://marketpublishers.com/r/G0E1E71FF26BEN.html>

Date: June 2025

Pages: 100

Price: US\$ 1,999.00 (Single User License)

ID: G0E1E71FF26BEN

## Abstracts

This report presents a comprehensive overview of the cars market in Georgia and a forecast for its development in the next five years, taking into account the impact of COVID-19 on it. It provides a detailed analysis of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the cars market in Georgia, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the cars market in Georgia includes:

Analysis and forecast for the economy of the CIS countries;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by application, etc.);

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Forecast for the market development in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market (manufacturers, distributors, wholesalers, retailers, importers, exporters, Government structures, etc.);

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add weight to pitches and presentations by using official and accurate data and calculations.

So, if you are interested in the cars market in Georgia, this research report will provide you with invaluable analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF CARS**

### **4. CHARACTERISTICS OF RAW MATERIALS**

### **5. STATE OF THE ECONOMY OF THE CIS COUNTRIES**

- 5.1. Characteristics of the economy of the CIS countries in the last 5 years
- 5.2. Forecast for the development of the economy of the CIS countries for the next 3 years

### **6. OVERVIEW AND ANALYSIS OF THE CARS MARKET IN GEORGIA**

- 6.1. Volume, value and dynamics of the cars market in Georgia in the last 5 years
- 6.2. Structure of the cars market in Georgia in the last 5 years: production, imports, exports, consumption
- 6.3. Structure of the cars market in Georgia by origin
- 6.4. Key recent trends on the cars market in Georgia
- 6.5. Competitive landscape of the market
- 6.6. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF CARS IN GEORGIA**

- 7.1. Volume, value and dynamics of the domestic production of cars in Georgia in the last 5 years and forecast for the medium term
- 7.2. Characteristics of the main producers of cars in Georgia

### **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF CARS IN GEORGIA**

- 8.1. Value chain analysis

8.2. Structure of price formation

8.3. Characteristics of the producer prices of cars in Georgia in the last 5 years

8.4. Characteristics of other prices of cars

## **9. FOREIGN TRADE OPERATIONS OF CARS IN GEORGIA**

9.1. Foreign trade operations of cars in Georgia in the last 5 years

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF CARS TO THE GEORGIAN MARKET**

10.1. Volume, value and dynamics of the imports of cars to Georgia in the last 5 years

10.2. Main countries, importing cars to Georgia

10.3. Average prices of the cars, imported to Georgia

## **11. OVERVIEW AND ANALYSIS OF THE GEORGIAN EXPORTS OF CARS**

11.1. Volume, value and dynamics of the Georgian exports of cars in the last 5 years

11.2. Recipient countries of the Georgian exports of cars

11.3. Average prices of the Georgian exports of cars

## **12. CHARACTERISTICS OF THE CONSUMPTION OF CARS IN GEORGIA**

12.1. Volume, value and dynamics of the consumption of cars in Georgia in the last 5 years

12.2. Structure of the consumption of cars in Georgia in the last 5 years (by origin, etc.)

12.3. Volume, value and dynamics of the per capita consumption of cars in Georgia in the last 5 years

12.4. Balance between domestic supply and domestic demand on the cars market in Georgia in the last 5 years

## **13. FORECAST FOR DEVELOPMENT OF THE CARS MARKET IN GEORGIA FOR THE NEXT 5 YEARS**

13.1. Factors, influencing the development of the cars market in Georgia in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the cars market in Georgia in the last 5 years  
Key indicators of the economy of the CIS countries in the last 5 years  
Forecast for the economy of the CIS countries for the next 3 years  
Volume and dynamics of the cars market in Georgia in the last 5 years  
Value and dynamics of the cars market in Georgia in the last 5 years  
Structure of the cars market in Georgia in the last 5 years, in volume terms  
Structure of the cars market in Georgia in the last 5 years, in value terms  
Structure of the cars market in Georgia by origin in the last 5 years, in volume terms  
Structure of the cars market in Georgia by origin in the last 5 years, in value terms  
Volume and dynamics of the domestic production of cars in Georgia in the last 5 years  
Value and dynamics of the domestic production of cars in Georgia in the last 5 years  
Value chain analysis of the cars market in Georgia  
Cost breakdown of the price formation of cars in Georgia, in %  
Volume and dynamics of the average producer prices of cars in Georgia in the last 5 years  
Volume and dynamics of other prices of cars in Georgia (wholesale, distributor, retail, etc.) in the last 5 years  
Trade balance of cars foreign trade in Georgia in the last 5 years, in volume terms  
Trade balance of cars foreign trade in Georgia in the last 5 years, in value terms  
Volume and dynamics of the imports of cars to Georgia in the last 5 years  
Value and dynamics of the imports of cars to Georgia in the last 5 years  
Main countries, importing cars to Georgia in the last 5 years, in volume terms  
Main countries, importing cars to Georgia in the last 5 years, in value terms  
Average prices of the cars, imported to Georgia in the last 5 years  
Volume and dynamics of the Georgian exports of cars in the last 5 years  
Value and dynamics of the Georgian exports of cars in the last 5 years  
Recipient countries of the Georgian exports of cars in the last 5 years, in volume terms  
Recipient countries of the Georgian exports of cars in the last 5 years, in value terms  
Average prices of the Georgian exports of cars in the last 5 years  
Volume and dynamics of the consumption of cars in Georgia in the last 5 years  
Value and dynamics of the consumption of cars in Georgia in the last 5 years  
Structure of the consumption of cars in Georgia in the last 5 years, in volume terms  
Structure of the consumption of cars in Georgia in the last 5 years, in value terms  
Volume and dynamics of the per capita consumption of cars in Georgia in the last 5 years

Value and dynamics of the per capita consumption of cars in Georgia in the last 5 years  
Balance between domestic supply and domestic demand on the cars market in Georgia in the last 5 years and forecast for the next 5 years, in volume terms  
Balance between domestic supply and domestic demand on the cars market in Georgia in the last 5 years and forecast for the next 5 years, in value terms  
Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the base scenario), in volume and value terms  
Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms  
Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

#### List of figures

Volume and dynamics of the cars market in Georgia in the last 5 years  
Value and dynamics of the cars market in Georgia in the last 5 years  
Structure of the cars market in Georgia in the last 5 years, in volume terms  
Structure of the cars market in Georgia in the last 5 years, in value terms  
Structure of the cars market in Georgia by origin in physical terms in the last 5 years  
Structure of the cars market in Georgia by origin in value terms in the last 5 years  
Volume and dynamics of the domestic production of cars in Georgia in the last 5 years  
Value and dynamics of the domestic production of cars in Georgia in the last 5 years  
Value chain analysis of the cars market in Georgia  
Structure of the cars price formation in Georgia, in %  
Deviation of the average producer prices of cars in Georgia in the last 5 years  
Trade balance of cars foreign trade in Georgia in the last 5 years, in volume terms  
Trade balance of cars foreign trade in Georgia in the last 5 years, in value terms  
Volume and dynamics of the imports of cars to Georgia in the last 5 years  
Value and dynamics of the imports of cars to Georgia in the last 5 years  
Main countries, importing cars to Georgia in the last 5 years, in volume terms  
Main countries, importing cars to Georgia in the last 5 years, in value terms  
Volume and dynamics of the average prices of the cars, imported to Georgia in the last 5 years  
Volume and dynamics of the Georgian exports of cars in the last 5 years  
Value and dynamics of the Georgian exports of cars in the last 5 years  
Recipient countries of the Georgian exports of cars in the last 5 years, in volume terms  
Recipient countries of the Georgian exports of cars in the last 5 years, in value terms  
Volume and dynamics of the average prices of the Georgian exports of cars in the last 5 years



Volume and dynamics of the consumption of cars in Georgia in the last 5 years

Value and dynamics of the consumption of cars in Georgia in the last 5 years

Structure of the consumption of cars in Georgia in the last 5 years, in volume terms

Structure of the consumption of cars in Georgia in the last 5 years, in value terms

Volume and dynamics of the per capita consumption of cars in Georgia in the last 5 years

Value and dynamics of the per capita consumption of cars in Georgia in the last 5 years

Balance between domestic supply and domestic demand on the cars market in Georgia in the last 5 years and forecast for the next 5 years, in volume terms

Balance between domestic supply and domestic demand on the cars market in Georgia in the last 5 years and forecast for the next 5 years, in value terms

Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of cars in Georgia for the next 5 years (under the framework of the optimistic scenario), in volume and value terms

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