



**Euromonitor
International**

RTD Coffee in Georgia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee gains traction amid convenience-driven demand

INDUSTRY PERFORMANCE

RTD coffee continues to grow from low base amid strong on-trade competition

Awareness and convenience drive growth but high prices limit reach

WHAT'S NEXT?

RTD coffee sales will be supported by convenience, but constrained by on-trade competition

Expanded assortment of products

Retail optimisation may limit growth

COMPETITIVE LANDSCAPE

Europroduct Ltd leads fragmented landscape

Odean Foods leads growth

CHANNELS

Convenience stores dominates RTD coffee distribution

E-commerce gains traction

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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

Growing presence of parallel imports

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E-commerce registers rapid growth

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-coffee-in-georgia/report.