



Euromonitor
International

Wine in Georgia

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Exceptional grape harvest supports wine growth in 2024
Innovation shaped by competition from homemade wine
Intense competition encourages retailers to optimise their wine assortments

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Steady sales increase supported by growth of modern retail and agricultural tourism
Homemade wine will remain a strong competitor
Innovation to stand out in a competitive market

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Alcoholic Drinks in Georgia - Industry Overview

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Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
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