



Euromonitor
International

Alcoholic Drinks in Georgia

July 2025

Table of Contents

EXECUTIVE SUMMARY

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

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 9 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 10 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 11 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 12 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 14 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Expansion of modern grocery retailers drives growth in 2024
Leading Lomisi JSC offers a broad portfolio of both local and imported brands
Convenience stores cater to a wide range of consumer preferences

PROSPECTS AND OPPORTUNITIES

Ongoing development of modern grocery retailers supports future growth
Rising production costs to dampen demand
Niche and experimental beers may remain limited to specialty outlets and on-trade

CATEGORY BACKGROUND

Lager price band methodology
Summary 2 - Lager by Price Band 2024

CATEGORY DATA

- Table 16 - Sales of Beer by Category: Total Volume 2019-2024
- Table 17 - Sales of Beer by Category: Total Value 2019-2024
- Table 18 - Sales of Beer by Category: % Total Volume Growth 2019-2024
- Table 19 - Sales of Beer by Category: % Total Value Growth 2019-2024
- Table 20 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
- Table 21 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
- Table 22 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
- Table 23 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
- Table 24 - Sales of Beer by Craft vs Standard 2019-2024
- Table 25 - GBO Company Shares of Beer: % Total Volume 2020-2024
- Table 26 - NBO Company Shares of Beer: % Total Volume 2020-2024
- Table 27 - LBN Brand Shares of Beer: % Total Volume 2021-2024
- Table 28 - Forecast Sales of Beer by Category: Total Volume 2024-2029
- Table 29 - Forecast Sales of Beer by Category: Total Value 2024-2029
- Table 30 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
- Table 31 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Spirits in Georgia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vodka’s versatility and cultural relevance ensure it has broad appeal
Dynamic growth of leading Russian Standard Corp following launch of Urozhaj
Convenience stores provide an extensive selection of spirits and competitive pricing

PROSPECTS AND OPPORTUNITIES

Steady volume growth with modern retail expansion
Price promotions to remain a key sales driver
Rise of private imports

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 3 - Benchmark Brands 2024

CATEGORY DATA

- Table 32 - Sales of Spirits by Category: Total Volume 2019-2024

Table 33 - Sales of Spirits by Category: Total Value 2019-2024
Table 34 - Sales of Spirits by Category: % Total Volume Growth 2019-2024
Table 35 - Sales of Spirits by Category: % Total Value Growth 2019-2024
Table 36 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024
Table 37 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024
Table 38 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 39 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024
Table 40 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024
Table 41 - Sales of White Rum by Price Platform: % Total Volume 2019-2024
Table 42 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024
Table 43 - Sales of English Gin by Price Platform: % Total Volume 2019-2024
Table 44 - Sales of Vodka by Price Platform: % Total Volume 2019-2024
Table 45 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024
Table 46 - GBO Company Shares of Spirits: % Total Volume 2020-2024
Table 47 - NBO Company Shares of Spirits: % Total Volume 2020-2024
Table 48 - LBN Brand Shares of Spirits: % Total Volume 2021-2024
Table 49 - Forecast Sales of Spirits by Category: Total Volume 2024-2029
Table 50 - Forecast Sales of Spirits by Category: Total Value 2024-2029
Table 51 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029
Table 52 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Wine in Georgia

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

Table 53 - Sales of Wine by Category: Total Volume 2019-2024
Table 54 - Sales of Wine by Category: Total Value 2019-2024
Table 55 - Sales of Wine by Category: % Total Volume Growth 2019-2024
Table 56 - Sales of Wine by Category: % Total Value Growth 2019-2024
Table 57 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
Table 58 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
Table 59 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 60 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
Table 61 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
Table 62 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
Table 63 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
Table 64 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
Table 65 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 66 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 67 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
Table 68 - GBO Company Shares of Champagne: % Total Volume 2020-2024
Table 69 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 70 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 71 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 72 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 73 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 74 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 75 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 76 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 77 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 78 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 79 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 80 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 81 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 82 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 83 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

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/alcoholic-drinks-in-georgia/report.