



Juice in Georgia

December 2025

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Juice in Georgia - Category analysis

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2025 DEVELOPMENTS

Affordability is key for juice purchases

INDUSTRY PERFORMANCE

Price pressures push consumers towards more affordable choices

Cappy drives rapid expansion

WHAT'S NEXT?

Price dynamics will shape purchasing behaviour

Expanding variety of flavours and packaging formats

Retailers to increase private imports to boost margins

COMPETITIVE LANDSCAPE

Cola-Cola leads juice with Cappy

Cappy benefits from affordable positioning

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Convenience, affordability, and health drive sales

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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

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Coca-Cola strengthens leadership through marketing and chiller cabinet expansion

Caffeine-focused brands see strong performance

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