



Euromonitor
International

Energy Drinks in Georgia

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Energy Drinks in Georgia - Category analysis

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2025 DEVELOPMENTS

Energy drinks gains traction amid health and convenience trends

INDUSTRY PERFORMANCE

Functional benefits and busy lifestyles drive demand

Rapid growth of reduced sugar options

WHAT'S NEXT?

Energy drinks poised for robust growth

Battle for shelf space amid intense competition

Price sensitivity will remain crucial factor

COMPETITIVE LANDSCAPE

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Convenience stores meet on-the-go needs

E-commerce sees rapid expansion

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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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