



# Wine in Georgia

June 2024

Table of Contents

## Wine in Georgia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued recovery in wine sales  
Expansion of export markets  
Rise of non-traditional wine types

#### PROSPECTS AND OPPORTUNITIES

Stable consumption patterns with still white wine to continue to shape the category  
Focus on export markets  
Competition and innovation

#### CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023  
Table 2 - Sales of Wine by Category: Total Value 2018-2023  
Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023  
Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023  
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023  
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023  
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023  
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023  
Table 9 - Forecast Sales of Wine by Category: Total Volume 2023-2028  
Table 10 - Forecast Sales of Wine by Category: Total Value 2023-2028  
Table 11 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028  
Table 12 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

## Alcoholic Drinks in Georgia - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
On-trade vs off-trade split  
What next for alcoholic drinks?

### MARKET BACKGROUND

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

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2023

### OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 13 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 14 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 15 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 16 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 17 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 18 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 19 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 20 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 22 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 23 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 24 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 25 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 26 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 27 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 28 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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