



Euromonitor
International

RTD Tea in Georgia

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea benefits from health trends and convenience-led consumption

INDUSTRY PERFORMANCE

Robust growth for RTD tea as consumers seek perceived healthier alternatives

Reduced sugar RTD tea remains undeveloped

WHAT'S NEXT?

Steady growth for RTD tea, supported by shift away from perceived high-sugar carbonates and expansion of modern retail

Growing presence of reduced sugar alternatives

Category will face increasing price pressure

COMPETITIVE LANDSCAPE

Coca-Cola leads with Fuse Tea

Unilever leads growth with Lipton Ice Tea

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Retailers expand their networks

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EXECUTIVE SUMMARY

Convenience, affordability, and health drive sales

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

Coca-Cola strengthens leadership through marketing and chiller cabinet expansion

Caffeine-focused brands see strong performance

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