



# Hot Drinks in Georgia

November 2025

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## Hot Drinks in Georgia

### EXECUTIVE SUMMARY

Positive sales continue, supported by baseline demand, immigration, and tourism

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price sensitivity continues, leading to more frequent discounts and promotions

Refill packages and international coffee varieties grow in demand

Health and wellness trends most evident in tea

#### WHAT'S NEXT?

Overall stable sales expected over the forecast period

Health and wellness teas and premium coffee set to be key trends

Price sensitivity will continue to influence purchasing decisions and stimulate competition

#### COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts benefits from strong positioning in coffee, ongoing innovation, and sustainability efforts

Greenfield tea benefits from wide availability and strong portfolio of popular options

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Convenience stores continue to benefit from accessibility, modern formats, and widening assortments

Retail e-commerce continues to grow from a modest sales base, thanks to developments from notable delivery services

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#### [Coffee in Georgia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Coffee shows an overall stable performance

### INDUSTRY PERFORMANCE

Value sales driven by high prices, with stable volume supported by overall demand

Fresh coffee pods show strong growth from a low base

### WHAT'S NEXT?

Coffee sales will remain positive and stable, thanks to ongoing demand and the continued rise in fresh coffee pods

Ongoing innovations will need to be balanced with affordable prices

Expanding presence of international coffee chains and social media will continue to expose consumers to a wider range of coffee options

### COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts maintains strong position in coffee, thanks to ongoing innovation, and sustainability efforts

Lavazza benefits from consumer demand for high-quality coffee

### CHANNELS

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#### [Tea in Georgia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Positive performance of tea supported by steady demand and health and wellness trends

### INDUSTRY PERFORMANCE

Tea remains a popular hot beverage, with strong local production

Strong growth of fruit/herbal tea supported by growing assortment of offers and health and wellness trends

### WHAT'S NEXT?

Positive sales will continue over the forecast period, with a widening assortment expected

Price sensitivity will continue, while retailers balance cost with a widening assortment

Health and wellness trends will support sales of healthier-positioned teas

## COMPETITIVE LANDSCAPE

Geoplant benefits from its best-selling Gurieli tea, offering local and natural products

Orimi Trade benefits from growth in its Greenfield brand of tea

## CHANNELS

Convenience stores continue to benefit from accessibility, modern formats, and widening assortments

Retail e-commerce continues to grow from a modest sales base, thanks to developments from notable delivery services

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[Other Hot Drinks in Georgia](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Stable sales driven by chocolate-based flavoured powder drinks

### INDUSTRY PERFORMANCE

Hot chocolate seen as a luxurious and comforting beverage

Chocolate-based flavoured powder drinks supported by high cocoa prices and steady consumer demand

### WHAT'S NEXT?

Positive sales will continue, thanks to stable demand for sweet and indulgent hot drinks

Ongoing price sensitivity will encourage a growing presence of lesser-known and inexpensive hot drinks

Health and wellness trends will stimulate demand for healthier alternatives

## COMPETITIVE LANDSCAPE

Nestlé maintains its lead in other hot drinks

Nestlé also sees the strongest growth, supported by the expansion of modern grocery retailers

## CHANNELS

Convenience stores continue to benefit from accessibility, modern formats, and widening assortments

Retail e-commerce continues to grow from a modest sales base, thanks to developments from notable delivery services

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