



Euromonitor
International

Other Hot Drinks in Georgia

November 2025

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Other Hot Drinks in Georgia - Category analysis

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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Hot Drinks in Georgia - Industry Overview

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

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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