



Euromonitor  
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# Bottled Water in Georgia

December 2025

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#### 2025 DEVELOPMENTS

Convenience, innovation, and price dynamics shape bottled water

#### INDUSTRY PERFORMANCE

Modest growth amid price pressures

Still flavoured bottled water leads growth

#### WHAT'S NEXT?

Steady, yet modest growth expected, supported by rising on-the-go consumption and flavoured varieties

Innovations will drive expansion

Rising prices could lead to greater polarisation

#### COMPETITIVE LANDSCAPE

Borjomi maintains leadership

Coca-Cola's Mtis brand leads growth

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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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