



# Juice in Georgia

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Affordability is key for juice purchases

### INDUSTRY PERFORMANCE

Price pressures push consumers towards more affordable choices

Cappy drives rapid expansion

### WHAT'S NEXT?

Price dynamics will shape purchasing behaviour

Expanding variety of flavours and packaging formats

Retailers to increase private imports to boost margins

### COMPETITIVE LANDSCAPE

Cola-Cola leads juice with Cappy

Cappy benefits from affordable positioning

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Convenience stores leads juice distribution

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Soft Drinks in Georgia - Industry Overview

## 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  
Growing presence of parallel imports

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