



Euromonitor
International

Spirits in Georgia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Vodka’s versatility and cultural relevance ensure it has broad appeal
- Dynamic growth of leading Russian Standard Corp following launch of Urozhaj
- Convenience stores provide an extensive selection of spirits and competitive pricing

PROSPECTS AND OPPORTUNITIES

- Steady volume growth with modern retail expansion
- Price promotions to remain a key sales driver
- Rise of private imports

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

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Contraband/parallel trade
Duty free
Cross-border/private imports

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DISCLAIMER

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